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INSIDE DOPE

GEORGE F. TAUBENECK

Stories of the Week
Who's a Big Shot Now?
Happy Days Are Here Again
Seven Timely Questions
Intelligence Flows from Reading

Stories of the Week

Neighborhood dogs awoke Mrs. Biddle early one morning when the garbage collectors were banging and clanging through the alley behind her home.

Hearing the clatter she sighed, sleepily, "Goodness, I forgot to put the trash out last night."

Crawling wearily out of bed, she enrobed, trudged downstairs, gathered up a basketful of bottles and cans and stumbled out to the alley. With her hair disheveled, her make-up streaked, and her back-teeth hanging out, she was a sorry sight to the garbage men.

"Hey fellas," she cried out to the offal-collectors, "am I in time for the garbage?"

"Sure lady," grunted a white-wing realist, "hop right in!"

"Mama," frowned teen-age Suzie, "how come you don't object to my marrying Elmer? You used to say that you hated him."

"Suzie, my dear," smirked her mother fiendishly, "I think I'll enjoy being his mother-in-law for a while!"

"Oh, darling, how utterly lovely!" gushed catty Althea, on viewing her recently married girl friend's new home and its environs. "But, really, my dear, don't you think the grounds are a trifle empty-looking?"

"Huh-uh. Our trees and shrubbery may be tiny now," returned the bride, saccharinely, "but I hope they'll be full-grown next time you drop in!"

Who's a Big Shot Now?

Today's typical sales executive is between 35 and 55 years of age, and enrolled himself in the selling business during the era between World Wars I and II. That's what an impartial Surveyor says. According to him:

At least 27% of these sales executives are owners or partners, presidents or vice presidents of their firms. More than 55% of them have been selling for more than 15 years. A typical sales executive's company sells directly to users in about 70% of the cases. And almost 43% of these executives earn better than \$15,000 per annum.

The above figures are extracted from a report on Executives Engaged in Sales Management, which was sponsored by the National Federation of Sales Executives in cooperation with the Department of Marketing of the U. S. Dept. of Commerce and the College of Commerce of the University of Notre Dame.

Said figures were obtained through questionnaires filled out by 1,013 leading American sales executives, who presumably represent a cross-section of the NFSE membership. Following is some additional interesting data obtained from this personal survey:

| Position in Company | % |
|--|-----|
| Owner, partner | 4.9 |
| President | 6.7 |
| Vice president | 9.1 |
| V. p. in charge of sales | 6.6 |
| Dist. mgr., gen. mgr., div. mgr., etc. | 8.2 |
| Manager | 6.2 |
| Branch mgr. | 4.9 |

(Concluded on Page 16, Column 3)

**Carrier To Protect
Dealer Prices
Through June 15**

SYRACUSE, N. Y.—Carrier Corp. has agreed to protect all of its franchised dealers and distributors against any reductions in prices on room air conditioners, Weather-makers, and food freezers purchased between April 1 and June 15, 1949, C. U. Spriggs, assistant general sales manager announced recently.

This price protection plan was applied for the first time after the expiration of Carrier's regular off-season protection policy so that dealers could conduct their business on a sound basis during a period when general market conditions are subject to some shifting, he said.

"For a number of years Carrier has guaranteed its franchised distribution against losses resulting from price reductions on any products purchased between October 1 and April 1," Spriggs said.

"This policy has enabled the company to maintain more uniform production schedules throughout the year and share the necessarily higher off-season inventories with dealers and distributors against peak sales demands.

"On April 1 of this year there was some uncertainty in the general business picture. Prices in some lines

(Concluded on Page 33, Column 2)

**Ice Cream Firm
Fined \$5,000
For 'Kick-Backs'**

LOS ANGELES—Arden Farms, Inc., an ice cream concern, was recently fined \$5,000 for alleged "kick-backs" and gifts to wholesale customers in violation of the ice cream section of the state agricultural code.

A default judgment was entered against Arden Farms on 10 counts of \$500 each in a civil suit filed by the attorney general in the Los Angeles County Superior Court.

The first five counts involved ice cream "kick-backs" to five wholesale customers in Stockton which the state alleged were given "for the purpose of retaining the dairy products business and as an offset against rental charges on refrigeration facilities."

These "kick-backs," the state held, violated Chapter 12, Division IV, sec. 730.2 (b) and (j) of the code. The five gratuities totaled 68 gallons of ice cream with a market value of \$120.35, and drew penalties of \$2,500.

The other five counts of the complaint recite gifts of ice cream, menu cards, and advertising signs to designated wholesale customers. Total value of the gifts, according to the state, was \$190.06. Penalties amounted to \$2,500.

(Concluded on Back Page, Column 4)

**If I Were a Dealer
In Air Conditioning**

(A guest editorial by W. Paul Jones)

IF I were a dealer in Air Conditioning I would begin by learning the fundamentals of my business and my basic right to do business in air conditioning. This I would do by studying of the known effects of weather on human beings. I would learn what scientific investigation has proved in the matter of increased efficiency resulting from weather comfort.

Having learned of these fundamental values, I would then learn to discuss them learnedly and interestingly. In particular, of course, I would point out that pleasant coolness has always been found to be the ideal weather state both for man's enjoyment and for his greatest accomplishment.

I would certainly use the legend about Steinmetz, the great electrical inventor. That legend has it that the great electrical wizard, when confronted with a particularly knotty problem or equation, always moved over close to a partially open window for a few minutes of concentrated study. He always gave it as his reason that the field of coolness about the open window gave his mental faculties an extraordinary form of superstimulation.

I would learn as part of my stock in trade, the romance of the world's varied weather and its unquestioned effect in creating varying types of people with widely varying objectives and ideals of accomplishment.

The phenomena of Humidity would certainly be of major interest. I would learn why "It's not the heat, but the humidity." And in learning, I would learn of the "comfort zone," of the meaning of "relative" humidity and how and why it varies from "actual" humidity.

My knowledge of such things would be used to flavor and lend color, interest, and authenticity to my sales story and to create respect for my knowledge and standing in my business.

If I were a dealer in Air Conditioning, I would use a room air conditioner in my own office and if possible, my store also would be air conditioned with such units. They are visible and demonstrable and therefore are, themselves, good advertising.

Certainly I would have air conditioning in my Living Room or Study in my home.

When necessary I would use my own installations as a demonstration unit or units.

I would put air conditioning in at least one bedroom in my home and while I would hardly use my sleeping room for a public demonstration place, I would certainly know for myself the efficacy of my own products for perfect sleep.

(Continued on Page 14)

Price Reductions**4 Freezer Models
Cut by Deepfreeze**

NORTH CHICAGO, Ill.—Price reductions ranging from \$10 to \$25 have been made on the Deepfreeze line of home freezers, F. F. Duggan, general sales manager, Deepfreeze Div., Motor Products Corp., announced last week.

Duggan stated that the reductions were made possible by higher production rates, increased manufacturing efficiency, and increased distribution efficiency.

The reductions on each model are as follows:

| Model | Old Price | New Price |
|-------|-----------|-----------|
| B6 | \$239.95 | \$229.95 |
| C6 | 269.95 | 249.95 |
| B10 | 389.50 | 369.50 |
| C10 | 449.50 | 424.50 |

At the present time, Duggan said, Deepfreeze is investing approximately \$1,250,000 on a new addition to its plant here to provide additional manufacturing capacity.

Duggan said that Deepfreeze has extended its price protection policy on all current models to 90 days from date of purchase by distributor or dealer.

**Ebco Drop Amounts to
5% on Water Coolers**

COLUMBUS, Ohio—Price reductions averaging approximately 5% on "practically every model" in the 1949 line of Oasis electric drinking water coolers have been made by Ebco Mfg. Co., A. R. Benua, president, announced.

Adjustments are particularly evident in the popular 10-gal. pressure bubbler type group of coolers, Benua said. For example, he stated, the

(Concluded on Page 33, Column 2)

**Monitor Reduces
Washer Model \$20**

RIVERDALE ON THE HUDSON, N. Y.—Monitor Equipment Corp. here has announced that it has reduced the price of its 4-lb. Aerator washer from \$69.50 to \$49.95, effective May 1.

The company, which is currently undergoing a financial reorganization, also announced that it will soon offer two new Aerators. One is a larger model with power pump and the other is a twin-tub model with many exclusive features.

The stock of Monitor Corp. is wholly owned by its distributor members, the company said.

**5.6-Cu. Ft. 'Lowboy'
Added by Acme-National**

BROOKLYN—Latest addition to the Acme-National line of small refrigerators is the new Acme full 5.6-cu. ft. "Lowboy" with 10 sq. ft. of shelf space to retail at \$199.50.

Acme-National Refrigeration Co., Inc. here had added this model to its series of 3.5-cu. ft. Lowboys.

(Concluded on Page 4, Column 2)

**Top-Loading Automatic
Washer Issued by Maytag**

NEWTON, Iowa—An automatic washer devoid of frills and which can be made to skip or repeat any operation in the washing cycle has been announced by the Maytag Co.

Though no suggested list price was released by the manufacturer, Maytag stated that the new washer was "produced at a price that the great

(Concluded on Page 4, Column 3)

**Reg. W Terms
Extended to 24
Mos., 10% Down****Appliances Costing Under
\$100 Are Exempt In New
Reserve Board Provisions**

WASHINGTON, D. C.—The board of governors of the Federal Reserve has modified Regulation W effective Wednesday, April 27, making the maximum maturity 24 months instead of 21 months on all extensions of consumer instalment credit and reducing down payments on all articles of furniture, appliances, etc., from 15% to 10%.

Appliances costing less than \$100 are exempted from the scope of the regulation. Previously articles costing less than \$50 were exempted.

In commenting on the Board's action, Chairman McCabe said:

"This further step in liberalization of the regulation of consumer instalment credit is in conformity with the Board's policy of flexibly using credit and monetary authority entrusted to the Reserve System. It is in accordance with the System's broad purpose of contributing to the national objective of stable economic progress.

"Most of the commodities subject to the regulation are now in supply at prices more favorable to the consumer."

(Concluded on Page 4, Column 5)

**Session of Self-Serve
Meats Is Planned for
Supermarket Conclave**

CHICAGO—A session on the self-service merchandising of meats will be a prime feature of the Twelfth Annual Convention of the Supermarket Institute, national organization of supermarket operators, May 8 to 12 at the Stevens hotel in Chicago.

This session will come on the morning of Thursday, May 12, the final day of the convention. A panel of speakers will discuss various phases of the merchandising of fresh meats through a self-service type of setup.

In the exposition which is tied in

(Concluded on Back Page, Column 3)

**Dealers Service Commercial
Equipment Under New Plan**

CHICAGO—R. Cooper Jr., Inc., Chicago General Electric commercial refrigeration and air conditioning distributor, has just announced that a new distribution policy is now completely in effect.

This policy places the responsibility for sales and service of these products on the shoulders of the dealer organization.

"The changes necessary to put this new policy in effect were begun in May, 1946, as the company began to

(Concluded on Back Page, Column 5)

IN THIS ISSUE

What a Chicago refrigerator reconditioning firm pays dealers for boxes with hermetically-sealed units is listed in the second of a series of articles on the trade-in problem. See page 12.

Charles's Cafe Exceptionale, a \$250,000 Minneapolis restaurant which has nine dining rooms, contains one of the largest installations of "Line-O-Flo" ceiling outlets in the country. A complete description of the air conditioning installation appears on page 17.

Dealer Offers Customer 9 Months' Price Protection on Home Appliances

LINCOLN, Neb.—Encouraging results have been noted from a nine months' price guarantee on all appliances sold at the Shurtleff Furniture Co. here, according to Don Shurtleff, president.

The price guarantee was announced several weeks ago in a newspaper advertisement and already has opened several refrigerator and washer deals, although Shurtleff believes it will take about two months to test the sales' appeal of the new merchandising policy.

All appliances are covered by the guarantee, with the words, "Guaranteed Nine Months from Date," to be written on each sales ticket attached to Shurtleff merchandise.

Shurtleff pointed out that the guarantee has created considerable goodwill for his firm, and that any refunds the store may have to make to customers because of price drops during the effective period of the guarantee most certainly will be goodwill builders.

In order to get a refund, the price must decline on the particular model and size of appliance purchased by the customer, and not just on a few items in the brand line. Neither will price drops on new appliances which are more "skinny" than predecessor models be recognized.

The Lincoln retailer believes that the nine-month coverage is reasonably safe and that no deep-cut prices will appear in that period. However, to be really effective, he thinks the policy should be adopted by all ap-

pliance merchants in a community.

It's like remaining open one night a week for the convenience of shoppers, he said. If just one store does it, comparatively few people will come down town, but if most or all stores stay open it is an entirely different matter.

New Utica Dealership Set Up

UTICA, N. Y.—Featuring a complete line of appliances, the Capitol Auto & Home Supplies Store has been opened at 324 Columbia St. here, with William Liberman as manager.

Increasing March Freezer Sales For Nashville Pass 1948 Mark

NASHVILLE, Tenn.—Sales of electric ranges, water heaters, and refrigerators by local dealers during March were considerably ahead of February but were well behind March of last year, sales reports issued by the Nashville Electric Service have revealed.

Home freezers, however, not only gained in sales over February but also exceeded their March, 1948 volume, the reports showed.

Gains over February were as follows: refrigerators 113%, home freezers 66%, ranges 36%, and water heaters 35%.

Home freezers were up 17% over March 1948 figures.

Good Management of Both New Refrigerator Sale and Trade-In Transaction Earns Salesman Bigger Return Under Store's Plan

BOISE, Ida.—An unusual compensation plan, whereby salesmen can increase their earnings on new refrigerator sales by careful adjustment of trade-in allowances, is paying excellent results at Fifer's, major appliance dealership here.

Under the plan, all outside salesmen go through a special training program to learn reconditioning costs for various types of refrigerators and to learn to judge the approximate selling price.

Studied in the course are the many factors which bear upon "trade-in profits," all aimed at convincing the salesman that it is possible by good

"trade-in management" to show a 40% markup on all rebuilt refrigerators.

"Each salesman handles his own deal all the way," it was explained by Robert Fifer, owner. "He may specify the amount of the allowance, and must also adjust the final selling price, to show a 40% profit for the store, and to leave profits on the new household refrigerator entirely clear.

"If, however, he makes an error in judgment, the 40% must be paid the store on the resale of the box—even if the necessary percentage to bring the markup to that amount is

Nebraska Group Claims Appliance Selling By Utility Is 'Threat' to Competition

BEATRICE, Neb.—The newly-organized Southeastern Nebraska Appliance Dealers Association has registered a protest against the retailing of refrigerators, electric washers, and other electrical appliances by the Norris Public Power District which maintains its headquarters here.

The public utility for more than two years has sold appliances at its offices here and in Lincoln, while early this year a sub-office was opened at Crete where appliances also are being sold. Buildings have been purchased at Fairbury and

Hebron where retailing of appliances is planned.

Representing the private dealers is Paul W. Eagleton, county judge at Tekamah, who has been retained as legal counsel for the association.

He told directors of the Norris district that their selling of appliances is a threat to private enterprise, that as the REA district is "tax supported" it doesn't have to show a profit, and that the handling of an appliance line by the district would serve as an endorsement of that line, to the disadvantage of other brands featured by the dealers.

In reply, Lester Trussell, Norris district manager, stated that the district is not tax supported but borrows money from the Reconstruction Finance Corp., paying interest. The district's only interest in appliances is to increase the use of electricity, he added.

"We have to have an average consumption of 300 kw. per customer per month to pay out," the manager declared. "We want to stimulate interest in appliances, but we don't care where the farmers buy them, just so long as they do buy them."

Law Assumes New Post With Auto Equipment Co.

DENVER — W. S. (Bing) Law, who recently resigned as general sales manager of Norge to join the Auto Equipment Co., here, will assume his new duties as general manager of the company's appliance division June 1.

Announcement was made by Robert S. McCollum, president of the Auto Equipment Co., one of the largest automotive jobbers in the Rocky Mountain area and for 15 years a Norge distributor.

Previous to the war Law was sales manager of the appliance division of Reinhard Brothers Co., Minneapolis Norge distributor. He served in the Air Corps during the war and was honorably discharged as a lieutenant-colonel in 1946.

At that time he joined Norge Div. Borg-Warner Corp. as national sales manager of the domestic refrigeration division. Law became general sales manager of Norge in July, 1948.

K & B Electric Opens In Texas

TAYLOR, Tex.—K & B Electric and Refrigeration Service opened its doors for business April 18. The firm offers complete refrigeration service.

Thor Corp. Introduces Low Priced Wringer Washer, Improved Ironer

CHICAGO—Thor Corp. has armed its dealers with two new weapons in the battle for sales, introducing a new model wringer washer priced at \$99.95 and an ironer at \$59.95, according to John R. Hurley, Thor president.

Hurley explained that the new washer—the model 492—has been in development for the last two months and was designed originally to sell for \$120.

"The reduction from this price is due to a number of factors—the trimming of manufacturing costs through improved production techniques, greater worker productivity, and a softening in raw materials markets," he said.

The new washer has an 8-lb. dry load capacity, a six-vane super-agitator, and a streamlined wringer

with bar release. Hurley declared "This washer is a deluxe model, not a stripped-down product."

The wringer is interchangeable with the wringer on any current model Thor washer and uses the washer's motor and gear-reduction mechanism to turn its roll.

The ironer—the model O-40—is an improved version of a similar Thor model which enjoyed great success before the war, he said.

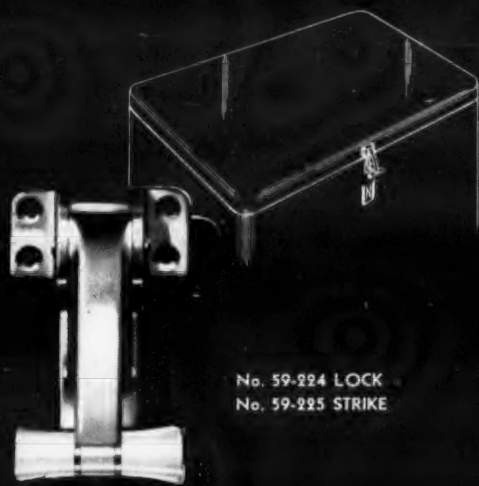
The ironer, offered in combination with the new model 492 washer, will enable Thor dealers to sell a complete home laundry unit—washer, wringer, and ironer—to the housewife at a price ordinarily charged for a wringer washer alone, Hurley said.

He reported that the new models have been given preview showings before key distributors.

Field Tested...Durable...Easy to Apply

NATIONAL LOCK

Refrigerator Hardware



No. 59-224 LOCK
No. 59-225 STRIKE

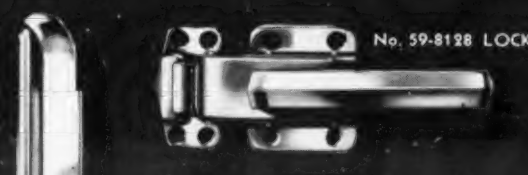


No. 59-213
LOCK

No. 59-214
STRIKE

No. 59-215
HINGE

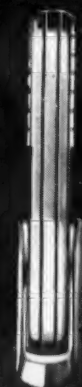
Write for Design Details
on Surface, "Thru-The-Door"
and "Edge-Mounted" Types



No. 59-8128 LOCK



No. 59-229 HINGE



No. 59-167A
HANDLE ASSEMBLY



No. 59-241
HINGE



NATIONAL LOCK COMPANY

ROCKFORD • ILLINOIS
REFRIGERATOR HARDWARE DIVISION

Wall WIRE

PRODUCTS COMPANY
Manufactures of...

REFRIGERATOR SHELVES • STAMPINGS
FORMED AND WELDED PRODUCTS



Housewives take pride in their Refrigerator Shelves. If they're of Stainless Steel.

WALL WIRE PRODUCTS COMPANY Plymouth, Michigan

Radio Station WOR Completes Drive To Spur Appliance Sales

NEW YORK CITY—An all-out campaign to promote the sale of household appliances was recently conducted by radio station WOR, Robert C. Mayo, sales manager of the station has announced.

The station worked closely with various appliance manufacturers and trade organizations in pointing out to housewives that household appliances afford "comfort, convenience, safety, health, and economy," Mayo declared.

"WOR invited leaders in the household appliance industry to make guest appearances on such programs as 'Rambling With Gambling,' 'Breakfast with Dorothy & Dick,' 'Martha Deane,' 'The Answer Man,' 'Luncheon at Sardi's,' 'Barbara Welles,' 'Prince Charming,' and other programs to point up the necessity of appliances in a well-run home," said Mayo.

In addition to scheduling appliance industry leaders for guest shots, WOR prepared a series of station-breaks keyed to the campaign's theme. At the same time artists highlighted in this program material the vast number of chores now being made easier by the use of household appliances and the many new appliances introduced since the war.

A telegram describing the WOR campaign and its purpose was sent to officials of appliance associations throughout the United States and key appliance manufacturers, distributors, and dealers, and those public utility corporations which sell appliances to consumers.

Case histories showing the success of radio in selling appliances were prepared by the WOR Research Department and were distributed to appliance manufacturers, distributors, and dealers. These case histories give statistics of markets available in the WOR area.

"This is believed to be the first such campaign by any radio station," Mayo said. "We are certain that it will establish in the minds of appliance manufacturers the potent sales force they have at hand in radio and acquaint WOR listeners with hundreds of new appliances that can make life easier in the home."

Davis To Supervise New Laboratory at Coolerator

DULUTH, Minn.—With the appointment of George C. Davis as refrigeration research engineer, R. E. Deaux, Coolerator chief engineer, announced the expansion of the Coolerator research and development department.

Davis will set up and supervise a new experimental laboratory and will handle design problems for refrigeration systems, evaporators, and condensers.

Graduating from the University of Michigan, Davis has more than 16 years experience in the refrigeration field. He was formerly associated with Servel, Inc.; Nash-Kelvinator Corp.; and more recently with Lynch Mfg. Co. where he was chief engineer.

Assisting Davis in setting up the new laboratory is George J. Fleck, who has joined the Coolerator engineering staff as laboratory test engineer. A graduate electrical engineer, Fleck was formerly with the Norge Div. of Borg-Warner Corp.

Supermarket Sells Appliances

LESLIE, S. C.—Appointment of Glasscock & Son Supermarket here, as an authorized dealer for Coolerator refrigerators, home freezers, and ranges, was announced recently by the dealership.

L.A. Dealer Meeting Will Outline United Effort In Promoting Home Freezers

LOS ANGELES—Local appliance distributors are planning to hold a dealer-meeting on May 10 to launch an industry-wide home freezer promotion, Ed Dymek, chairman of a committee that is drawing up the initial plans, has announced recently.

Dymek, who is manager of the major appliance division for Sues, Young & Brown, Inc., said that the promotion would be under the auspices of the Southern California Radio and Electric Appliance Association.

At the meeting, Dymek said, a speaker will outline the potential market for home freezers and present a selling story. The city's department of water and power will give details on its home freezer advertising schedule which will run from May 15 to the end of June.

Aiding Dymek on the committee setting up the promotion are Gerard

S. Allen, sales promotion manager of the department of water and power; William J. Quinn, managing director of the association; Gay Pryor, advertising manager of Perfecold, Inc.; and Lee DiAngelo, sales promotion manager of General Electric Supply Corp.

Rochester Electrical Group Officers Are Re-Elected

ROCHESTER, N. Y.—Officers of the Electrical Association of Rochester, Inc., were re-elected at the recent annual meeting.

They are: Norman A. Kreckman, president; Ernest J. Howe, first vice president; Marion Figler, second vice president; Edward J. Kramer, executive vice president; and H. C. Ward, treasurer. Newly elected directors for terms of three years are Edward J. Schlitzler, William Fay, and Harold Weisberg.

Emile Hodge Appliances Started

GREENSBORO, N. C.—Leonard electric refrigerators will be among the many appliances featured by Emile Hodge Appliances.

Stressing Reduced Effort Needed To Pay For '49 Appliances Cuts Sales Resistance

DENVER—When customers complain of the high retail price of refrigerators today, Buchanan-Haeffner, Westinghouse dealership here, has a "practical answer" pointing out that in economic terms, refrigerators are actually costing less per cubic foot, than during 1939.

Under the plan, salesmen of the firm meet high-price resistance by pointing out that 1-cu. ft. of refrigeration in 1949 costs approximately \$34, as compared to \$32 in 1939.

"The most important point we stress is the fact that it takes far less working hours on the part of the customer to pay for the refrigerator," a company spokesman pointed out.

"For example, in 1939, it took the average working man 51 hours of labor to buy 1-cu. ft. of refrigerator. Now, he can buy that same amount of refrigerator today with only 35 hours of work, or 31% less.

"Similarly, in selling home freezers to farmers, we point out that they had to raise and sell 326 lbs. of beef to get a cubic foot of refrigerator, but that now only 140 lbs. of beef will result in the same cubic foot purchase, or 57% less.

"Most prospects can see the point, and agree that higher incomes today largely offset the higher cost of merchandise."

Buchanan-Haeffner, which recently built a modern, new appliance showroom, has been extremely successful in merchandising home freezers and refrigerators to farmers in suburban areas southwest of Denver.

Favero Bros. Open Third Store

LEECHBURG, Pa.—The brothers Bart and Dominic Favero, who have been in the appliance and furniture business in this area since 1911, have opened their third store on Leechburg Road in Lower Burrell township.

IT'S A
FACT

**"WE SELL
Deepfreeze
HOME FREEZERS
BY THE CARLOAD!"**

TRADE-MARK REG. U. S. PAT. OFF.

Says AGGRESSIVE HOUSTON DEALER



H. W. SINCLAIR,
Owner of Acme Airco and H.W. Sinclair
Company, Houston, Texas.

This Deepfreeze home freezer dealer's

methods are outstanding examples of the right way, the easy way, the sure way to make more sales and more profits!

"Deepfreeze home freezers are easy to sell," states aggressive Houston dealer. Mr. Sinclair says, "My selling methods have been so successful that I am strictly a carload purchaser."

"Here are two of the merchandising tactics I use, effective methods every Deepfreeze home freezer dealer can use."

DISPLAY MODEL IN OPERATION!

Mr. Sinclair adds, "We have our display models in operation, filled with

frozen foods. In this way," he says, "the prospect sees at first hand the efficient way the Deepfreeze home freezer keeps foods fresh!"

DEMONSTRATION!

"My two firms follow up each sale with a home service call by a member of our home economics staff to be sure customers understand the uses of the Deepfreeze home freezer. And we obtain names of their friends who are potential customers."

NATIONAL ADVERTISING and SALES AIDS HELP SELL!

"Deepfreeze national advertising program, plus the sales aids I receive from J. A. Walsh Co., our Deepfreeze distributor," says Mr. Sinclair, "establish the idea that there is really only one Deepfreeze home freezer. The sale is half made when the prospect walks into one of our stores."

DON'T DELAY! See your Deepfreeze distributor today about the number 1 home freezer franchise . . . or write us direct!

DEEPFREEZE DIVISION • MOTOR PRODUCTS CORPORATION • North Chicago, Illinois

Deepfreeze — America's Fastest Selling Home Freezer and Refrigerator Line



DeLuxe Model C-10
Holds more than 350 pounds of assorted food. Price, delivered and installed—\$449.50



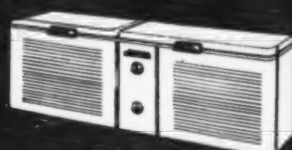
DeLuxe Model C-6
Holds more than 210 pounds of assorted food. Price, delivered and installed—\$269.95



Model B-10
Holds more than 350 pounds of assorted food. Price, delivered and installed—\$389.50



Model B-6
Holds more than 210 pounds of assorted food. Price, delivered and installed—\$239.95



DeLuxe Model C-18
Holds more than 612 pounds of assorted food. Price, delivered and installed—\$599.50



FROSTAIR
Duplex, 7 cubic ft. refrigerator, 3 1/2 cubic ft. home freezer combined in one beautiful cabinet. \$588.00 in Zone I. \$10.00 higher in Zone II.

Tops

To give you top quality Shop Repairs . . . all RSI service is TESTED for accuracy before being delivered to you. This saves you time, saves you money, saves you jobs. Try this TESTED service today . . . you'll see why it's "TOPS".

Use your letterhead, please
REFRIGERATION SERVICE, INC.
West Coast Wholesaler since 1928
3109 Beverly Blvd., Los Angeles 4, EX. 3111

Doan Succeeds Glenney as Manager of Frigidaire Quantity Sales Division

DAYTON, Ohio—Joseph W. Doan, appliance sales manager for Frigidaire's Pacific region, has been appointed manager of Frigidaire's quantity sales division with headquarters in Dayton, H. M. Kelley, appliance sales manager, announced here recently. Doan succeeds C. H. Glenney, who has resigned to enter business for himself.

Joseph W. Doan Doan first became associated with Frigidaire in 1928 when he served as sales promotion manager of the factory branch in Seattle. Later he joined the Los Angeles branch and served as division manager, apartment house and quantity sales manager, and then sales promotion manager, and in 1948 was made appliance sales manager of the Pacific region.

For a time he operated his own Frigidaire dealership and was also appliance section manager for the Broadway Stores chain.

Nord's Opens in Little Rock

LITTLE ROCK, Ark.—Nord's Refrigeration Service, handling both commercial and domestic work, announced recently that it has opened for business at 1211 Markham St.

New Model Is Larger



5.6-Cu. Ft. 'Lowboy' --

(Concluded from Page 1, Column 4)

Patterned along the purposes of its predecessors, the new Acme 5.6 features the table-height Formica top, 36 in. high, 27 in. deep, by 27 in. wide. Insulated with fibre glass, the cabinet is all steel vapor-sealed, and refrigerated by a hermetically-sealed condensing unit. Styled in the modern manner, the hardware is of heavy chrome.

Demand Increases for Appliance Salesmen, Mechanics in West

CASPER, Wyo.—Experienced mechanics and salesmen for refrigerators and other appliances are at a premium as job openings increased with the coming of spring, it is reported by the Wyoming State Employment Service office here.

Maytag Adds Automatic Washer to Line-- Reg. W Change--

(Concluded from Page 1, Column 4) cross section of housewives of America could afford to pay for a fully automatic washer."

The new automatic is a top-loading machine that makes use of the Gyra-foam principle of washing and is claimed to wash as well as the model E Maytag conventional washer and to dry better than a wringer-type washer.

Only two controls, located on the top of the unit, are used in the operation of the washer. One is a temperature control that permits the use of "hot" or "warm" water. The other is the time control that determines the number of minutes of washing.

Though the time required to operate will vary with the water pressure, the company says the washer will go through a complete washing, on the average, in 25 minutes. The cycle is as follows: Fill, 3½ minutes; wash, 7½ minutes; spin, 3 minutes; flush rinse, ½ minute; spin, 1 minute; fill, 3½ minutes; gyrate rinse, 2 minutes; and spin dry, 4 minutes.

The washer will hold 13.4 gals. of water per load when filled to the proper level, which is accomplished automatically, and requires 29 gals. of water for the complete cycle.

When the temperature dial is set on "hot," water is supplied in the ratio of 18 gals. of hot water to 11 gals. of cold. When the dial is set for "warm," the ratio is reversed.

No clothes capacity in pounds is given by the manufacturer. Instead he recommends that clothing be placed loosely in the tub up to the top layer of perforations. "This will



give the clothes sufficient roll-over action," he said.

The washer cabinet is finished in white, high-baked enamel. It measures 36 in. high, 25½ in. wide, and 27½ in. deep. When the lid is open, the height is increased to 48½ in.

The wash basket is finished in white porcelain enamel and the tub basin in ground-coat porcelain enamel.

The washer is powered by a ½-hp. motor and attains a spin speed of 618 r.p.m. At 115 volts, wattage used in the operation of the unit ranges from 240 to 275 watts.

The washer is equipped with a 6-ft. inlet hose and an 8-ft. drain hose. The ground connection is through the inlet hose.

Two models of the washer are being manufactured. One, the model AM, has a gravity drain. The other, the model AMP has a power-driven water discharge pump.

As a safety feature, when the lid is opened, all action ceases within four seconds, no matter what phase of the cycle the machine happens to be in at the time.

To change the cycle, the operator needs only push the control dial down and turn it past the operation to be skipped or back to the start of the operation to be repeated.

One advantage claimed for the Maytag washer is that during the washing period, heavier particles of insoluble dirt settle to the bottom. Here they escape through perforations in the bottom of the inner tub and are held in the space between the inner perforated tub and the outer aluminum tub. This is known as the sediment zone.

The remainder of the insoluble dirt is held in suspension in the water. When the spin cycle starts, the lighter particles are flushed out through the top perforations. This is done by the gradual acceleration of the spin, which passes the majority of the water out of the tub over the top of the clothes.

State Auto Supply Is Folding

SYRACUSE, N. Y.—State Auto Supply & Appliance Co., 968 S. State St. here, announced it is going out of business and is disposing of stock.

March Sales of Washers, Freezers Show Gains All Around In Chattanooga Report

CHATTANOOGA, Tenn.—Sale of 589 clothes washers during the month of March by local dealers was the bright spot of the appliance picture here for that month, according to reports issued by the Electric Power Board of Chattanooga.

That volume was 143% over February sales and 33% above March of last year. Home freezers were the only other appliance to show gains over both the preceding month and the same month last year. The gains were 53% and 17%, respectively.

Refrigerator and range sales were

(Concluded from Page 1, Column 5) sumer than prevailed last year. Although the regulation is of limited scope, as it affects only a relatively small segment of the credit structure, nevertheless it has made a worthwhile contribution to the maintenance of sound credit conditions and helped to prevent the consuming public from contracting an excessive amount of instalment debt during the period of inflation.

"In relaxing the regulation at this time the Board had in mind not only current credit developments and current trends in employment and business, but also the relation of the total volume of instalment credit to national income.

"Any increase in that credit to which relaxation of the regulation might contribute would not under present circumstances be a significant element in reviving inflationary pressures. If, however, such a condition were to arise again, I am sure the Board would act promptly to meet the situation."

The amendment text follows: Regulation W is hereby amended in the following respects, effective April 27, 1949:

1. By changing "\$50.00" in Part 1 of the Supplement to read "\$100.00."
2. By changing "15%" and "85%" in Part 1, Group B of the Supplement to read, respectively, "10%" and "90%."

3. By changing Part 2 of the Supplement to read as follows:

Part 2. Maturities—The maximum maturity for all listed articles and for unclassified instalment loans is 24 months.

4. By changing the figure "24" to "27" in Part 3 of the Supplement.

'Flat-Price' Trade-In Ads Are Cited as Misleading

MINNEAPOLIS—Members of the local Electric Appliance Dealers Association were reminded at their recent annual meeting that advertising a specific amount of money as a trade-in allowance is illegal under the Minnesota Advertising Act.

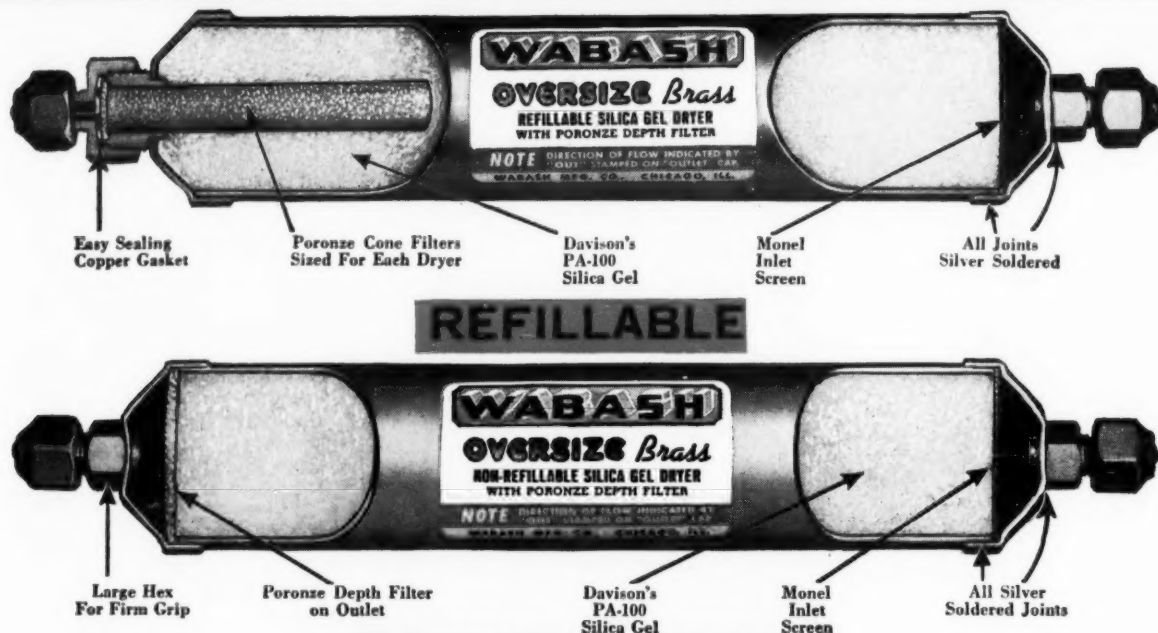
Floyd Leuben, of the State's Business Research and Development Department, told the dealers that an advertisement offering a flat amount for a used appliance regardless of age or condition does not in fact refer to a trade-in but actually to a reduction of price and should be so stated.

In Leuben's opinion, which is backed up by the Attorney General, such trade-in advertising is misleading and false and thereby a violation of the act.

The words "Up To Blank Dollars For Your Old (Washer)" are legal, Leuben explained. However, he added, the words "Up To" followed by this example are illegal:

Model XYZ Refrigerator ... \$224.00
Less your old ice-box ... 25.00
Your Cost ... \$199.00

COMPARE the NEW WABASH OVERSIZE Brass Dryers...



ABOUT OVERSIZE DRYERS

Wabash Oversize Brass Dryers are provided with 2 cubic inches extra silica gel capacity over and above general field recommendations which are based on horse power ratings. For instance, Oversize Dryers for 1 H. P. systems have 14 cubic inches of gel or a full 2 cubic inches over other field recommendations. This extra silica gel provides reserve capacity to meet unusual conditions in the field. A real built in reserve for those hard to judge jobs and at no extra cost to you.

TRY ONE TODAY

Stop in at your wholesaler today and pick up a Wabash Oversize Brass Dryer. Compare its high quality all brass shell and large hex wrench grips. Remember that all joints are silver soldered, the outlet is equipped with a famous Poronze depth filter and it's filled with Davison's non-powdering, high pick up PA-100 silica gel. It is double tested under high pressures and fully guaranteed. Compare it for value too — truly America's low price, high quality dryer.

SERVICEMAN'S 30-DAY INTRODUCTORY OFFER

TRY OVERSIZE DRYERS

AND GET THIS HANDSOME PENLIGHT WITH BATTERIES FOR ONLY

10¢

POSTPAID



GET THIS Famous TRU-SPOT PENLIGHT COMPLETE WITH BATTERIES

- LIGHT WEIGHT HIGHLY-POLISHED ALUMINUM
- HAS GENUINE GE MAZDA (nipple type) BULB
- TRANSLUCENT RED MOULDED HEAD PIECE
- STAINLESS STEEL POCKET CLIP

For 10c, plus one box top from any WABASH OVERSIZE DRYER

WHAT TO DO To get this handsome TRU-SPOT Penlight, just send us the box top showing the part number from any Wabash Oversize Brass Dryer and 10c in coin to cover the cost of mailing. The box top must show one of the following part numbers: 403, 404, 408, 409, 410, 411, 420, 421, 430, 431, 508, 509, 514, 515, 520, 521.

— LIMIT ONE TO A CUSTOMER —

THIS INTRODUCTORY OFFER IS GOOD ONLY DURING MAY 1949

SAVE THIS COUPON

WABASH MANUFACTURING CO. Only the following part numbers qualify — 403, 404, 408, 409, 410, 411, 420, 421, 430, 431, 508, 509, 514, 515, 520, 521.

Enclosed is 10c in coin and a box top showing the part number of a Wabash Oversize Brass Dryer. Please send me a TRU-SPOT Penlight, complete with batteries.

NAME.....

ADDRESS.....

CITY..... STATE.....

THIS OFFER EXPIRES MAY 31, 1949

| Appliance | Unit Volume | Average Unit Price | Total Sales Value |
|---------------------------|-------------|--------------------|-------------------|
| Refrigerators | 424 | \$ 278.90 | \$118,253.60 |
| Home Freezers | 20 | 340.35 | 6,807.00 |
| Ranges | 383 | 235.72 | 90,280.76 |
| Water Heaters | 144 | 126.21 | 18,174.24 |
| Irons | 18 | 153.27 | 2,758.86 |
| Vacuum Cleaners | 947 | 71.17 | 67,397.00 |
| Clothes Washers | 589 | 169.43 | 99,794.27 |
| Clothes Driers | 8 | 228.63 | 1,829.04 |
| Dishwashers | 6 | 271.48 | 1,628.88 |
| Garbage Disposers | 1 | 124.95 | 124.95 |
| Air Conditioning Units | 12 | 5,902.83 | 70,834.00 |
| Refrigerators, Commercial | 13 | 957.08 | 12,442.00 |
| Freezing Cabinets | 6 | 471.67 | 2,830.00 |
| Soda Fountains | 3 | 1,641.07 | 4,923.20 |
| Beverage Coolers | 33 | 238.32 | 7,864.50 |
| Water Coolers | 5 | 346.80 | 1,734.00 |

Bills Restricting Operation of California Locker Plants Are Tabled After Protests

SAN FRANCISCO—Protests by members of California's refrigerated locker plant and refrigeration industry were credited with bringing about the defeat of two bills which allegedly would have "turned back the clock" for the fast-growing locker food freezer field in this state.

The publication *California Farmer* and opposition voiced by the industry to bills introduced by Assemblyman Carl Fletcher (D) of Long Beach and Everett G. Burkhalter (D) of North Hollywood resulted in the measures being tabled by the Assembly Livestock and Dairy Committee.

The magazine had urged members of the industry to wire or write senators and assemblymen, protesting against the bills—AB 114 and AB 1342. According to the publication, AB 114 would have:

1. Taken away the farmer's present right to have his pork cured at locker plants.

2. Forbidden him to give away or sell a portion of carcasses which he has prepared for his own zero storage.

AB 1342 would reportedly have changed the law which allows the Fish and Game Commission to designate locker plants as "legal agents" to receive and stamp game brought in by the public.

This measure did not have the support of the Fish and Game Commission, the magazine pointed out. It quoted J. J. Hoey, veteran farm leader and editor of *Locker News* as terming the bill a "spite measure" and as recalling that Burkhalter fought the present law before its passage.

John E. Pickett, editor of the farm magazine, described proponents of the "vicious" bills as "a willful and selfish minority."

In an article written before the bills had been tabled, *California Farmer* charged that "the old guard . . . appears to be struggling desperately at Sacramento, trying to head off better and cheaper food for the public through frozen food locker plants and home zero boxes. . . ."

"The old guard, as represented by such groups as the butchers' union, does not like the rapidly growing

frozen food business which detours their ministrations and markups.

"We note that a Wisconsin man, writing in *AIR-CONDITIONING & REFRIGERATION NEWS*, predicts that the impact of freezers will be greater on the public than the Model T Ford. This man says that grocers, seeing the handwriting on the wall, are beginning to sell wholesale quantities of frozen foods to individuals.

"Long since, many of the big meat packers have been selling wholesale to locker plants. They don't like the idea, but know of no way to head it off.

"The average farmer, if he wishes, can keep his zero box or rented locker filled with frozen food which he has produced, or which he got from his neighbors. The average resident in a town or small city can do the same, if he wishes.

"That's why zero storage can be as revolutionary as the Model T Ford proved to be in an earlier time."

1,521 Air Cooling Jobs Installed In N. Y. In 1948

NEW YORK CITY—New air conditioning installations in New York City jumped from 274 in 1947 to 1,521 in 1948, it was noted in a study of water consumption here.

Commenting on the study, which showed that New York's water consumption from October through December last year was about the same as that of the comparable 1947 period, Stephen J. Carney, commissioner of water supply, gas, and electricity, pointed out that air conditioning has added a new factor to water usage.

Cornell Is Asst. Mgr. of Water Heater Sales at A. O. Smith

MILWAUKEE—Appointment of F. S. Cornell as assistant manager of the water heater division has been announced by the A. O. Smith Corp. here.

Cornell was formerly assistant to W. C. Heath, president of the company.

Air Conditioning Sales Rose 159% During 1948, Philco Report Indicates

PHILADELPHIA—Sales of Philco refrigerators for 1948 increased 62% over 1947, while air conditioning equipment sales jumped 159%, the company's annual report for the year 1948 revealed recently.

Air conditioning business for the year was greater than for 1941, 1946, and 1947 combined, the report stated.

Sales of Philco Corp. for the year were reported to have reached a new high of \$275,424,000, a 21% increase over the \$226,508,000 volume scored in 1947.

Earnings for the year were \$10,532,000, equivalent to \$6.32 per share of common stock after preferred dividends.

The company reported that refrigerators, freezers, and air conditioners accounted for 40% of the corporation's sales. Television, radio, and radio-phonograph sales amounted to 46% of the total.

The report stated: "A large volume

of production of most electrical appliances since the end of the war has filled the public's most urgent needs. From this point on, public buying is expected to be more selective and increasing attention will be paid by consumers to value and price."

Westinghouse Sued over Coin-Washer Parts Policy

PHILADELPHIA—A suit filed recently in U. S. district court charges that Westinghouse Electric Corp. requires purchasers of its coin-operated automatic laundry machine to agree to buy all parts and have all service and repairs done by Westinghouse at allegedly "unreasonable and exorbitant prices."

The suit, filed by William Phillips and Anthony J. Carone, owners of coin-operated washing machines, also charges that Westinghouse "forces buyers to take parts they do not want."

Phillips and Carone, who are asking \$105,000 damages, claimed the alleged practices violate the law by being monopolistic, the report further stated.

This is one of a series of advertisements outlining the advantages of "Freon" refrigerants.

WHY "FREON" REFRIGERANTS MEET WITH APPROVAL EVERYWHERE . . .

OUTSTANDING CHARACTERISTICS OF "FREON" REFRIGERANTS

- NONTOXIC
- NONFLAMMABLE
- NONEXPLOSIVE
- NONCORROSIVE
- ANHYDROUS
- PURITY
- QUALITY
- ACID FREE
- NARROW BOILING-POINT RANGE
- AVAILABILITY

They're nontoxic . . . one of the reasons why "Freon" refrigerants are widely accepted. They are safe for all types of commercial, industrial and household air conditioning and refrigerating requirements.

If a leak occurs in the system at any time, "Freon" refrigerants cause no injury to people or pets, foods, fabrics or finishes. These refrigerants are odorless . . . yet are readily detected by means of a halide lamp.

"Freon" refrigerants comply with even the most stringent building codes and ordinances. They are listed among refrigerants in Group 1 of the A.S.A. B-9 Code as entirely safe for all general applications. Many codes require that refrigerants used in hotels, restaurants, theaters, stores and office buildings must be in this Group.

The nontoxic characteristics and other outstanding features of "Freon" refrigerants are the product of an intricate, laboratory-controlled procedure of manufacture. All "Freon" refrigerants are as pure as scientific methods can produce them. From raw materials to finished product, tests are periodically made to assure this purity and uniform quality . . . important factors in the economical, efficient operation of modern, compact air conditioning and refrigeration equipment.

There's a "Freon" Safe refrigerant for every air conditioning and refrigeration need. That is why engineers and others concerned with system installations recommend that owners protect their investment by approving equipment designed to utilize these refrigerants.

Kinetic Chemicals, Inc., Tenth and Market Streets
Wilmington 98, Del.



FREON SAFE REFRIGERANTS

"Freon" is Kinetic's registered trade mark for its fluorinated hydrocarbon refrigerants and propellants.

Howard Adds New Display Case, Walk-In To Line

PHILADELPHIA—Recently introduced by Howard Refrigerator Co., Inc. here, were a double-duty display case and sectional, steel-clad walk-ins.

The walk-in is constructed of heavy kiln dried lumber impregnated to resist moisture or warping, according to the company. Flooring is of solid wood encased in multi-layers of insulation. All the sections are enclosed in rigid metal with 4 in. of insulation.

Two sizes of the new display case are available. One is 19 in. wide at the top, 35 in. wide at the bottom, and 50 in. high; the other's measurements are 25 in., 34½ in., and 43 in. Top, front, and inside display ends are of white porcelain.

Crosley Names Subsidiary To Handle Line In Portland, Ore.

CINCINNATI—Crosley Div. of Avco Mfg. Corp. has appointed its wholly-owned subsidiary, Crosley Distributing Corp. as its distributor in Portland, Ore., J. W. Craig, vice president of Avco and general manager of its Crosley Div., has announced.

The Portland branch of Crosley Distributing Corp. is operated by J. D. Crawford, former regional representative of Crosley Div. in the northwest.

Your Golden Opportunity is here!!!

COLD-IN

- VEGETABLE CASES
- COLOR VISION FREEZERS
- FULL VISION CASES
- FORMICA TOP DISPLAY CASES IN PORCELAIN
- DAIRY WALL CASES

COLDIN CABINET CO., INC.
2800 Webster Avenue, Bronx 58, N. Y.

Revolving Merry-Go-Round Display of Appliances, Air Cooling Equipment Proves Customers Buy Once Interest Is Aroused

WASHINGTON, D. C.—A revolving turn-table gaily festooned in carnival colors and containing four household units with electrical appliances and air conditioning and refrigeration equipment partitioned off from each other, occupies the front section of the sales floor of William A. Bornstein & Son, Inc., Second and Kennedy Sts., N. W., here.

Since it was set up the firm reports that customer interest has quickened in these moving visual demonstration sets with many sight-seers immediately attracted to the latest types of modern equipment displayed. The curiosity so aroused has often led to orders which might not have been obtained otherwise.

The idea of William Bornstein, this turntable has four separate divisions: basement with sink and stall shower and hot water boiler and laundry; kitchen outfitted with dishwasher, disposal unit, and wall cabinets; bathroom with toilet, bath, and sink against a background of blue ceramic wall tile; and living room with furniture and lamps.

The furniture is the only merchandise not sold by the store and it was loaned to them by a furniture concern which has the privilege of placing an advertising card on one of the living room chairs.

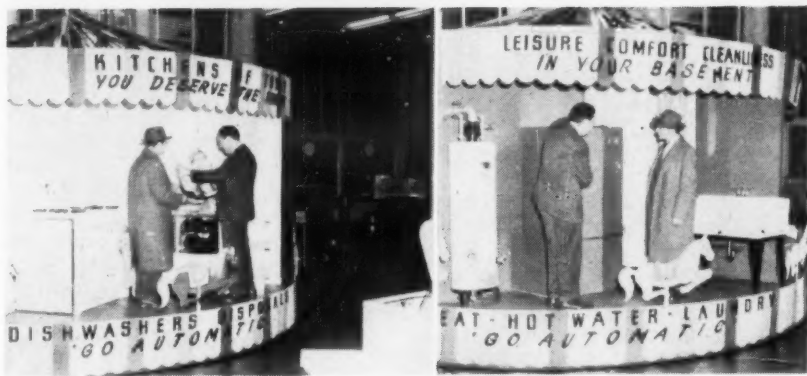
All of the appliances are electrically operated and are placed in action at a customer's request. Motive power is generated by a three horsepower motor in the basement with a shaft continually making complete revolutions in from one and a half to two minutes time. A trough is set underneath the turntable and not visible on the surface and contains a pan for the water pumped in the demonstrating units.

The entire apparatus measures nine feet high and 16 ft. in diameter and can easily be seen through the wide, open windows which surround the store at its corner location in this residential section of the Nation's Capitol.

Its eye appeal is heightened by color effects. From a pole on top are stretched white, red, and blue crepe paper streamers and greeting the visitor is the sign in large type: "Invitation to a Carnival of Gracious Living."

Interest is heightened not only by the sets on their moving stands, but by the varied-color decorations and slogans which are applicable to each of the room units. The sink and stall shower section is captioned, "Leisure-Cleanliness-Comfort in Your Basement"; the kitchen, "Kitchenware of Today—You Deserve the Finest"; bathroom, "Make Life Beautiful in Your Shower with Lovely Plumbing—Go Modern."

"After a year's operation we have found that this type of moving visual demonstration of the latest kind of equipment has met with immediate satisfactory customer reaction and helped move our goods," said Nathan Chinitz, retail sales manager. "Persons coming inside our store are in-



Partitioned off for various types of equipment, the display is kept moving all during store hours. Salesmen often mount it to give patron a closer look.

variably attracted to it; most of them can't understand where the motive power comes from and they simply stand there and look at it in

admiration. The youngsters, especially, are enthralled.

"We permit adults to mount the platform with or without a salesman

and let them make as many rides on our merry-go-round as they wish. We keep it continually in operation during working hours, shutting it off after we close shop at 9 p.m.

"All in all, I would say that it has a high neighborhood value especially in an establishment such as ours situated several miles away from the main store traffic, but I believe it would meet with a similar reception even if used by downtown stores."

Thus far, Bornstein's has not attempted to play up their turntable in their advertising and other outside promotion. But they cannot help being impressed with the value of such a slogan as "Visit the Washington Merry-Go-Round at Bornstein's" provided a popular columnist would have no objections on this by-play of his prominent heading.

Del. Firm Seeks La. Charter

BATON ROUGE, La.—Articles for Louisiana charter have been filed with the office of the secretary of state by the Northwestern Refrigeration Line Co., Dover, Del.

Reed, Hill Appointed Gloekler Co. Agents In 6 Southern States

ERIE, Pa.—C. R. "Bob" Reed has recently been appointed to represent Gloekler Refrigerator Co. in the states of Florida, Alabama, Georgia, Tennessee, and a portion of South Carolina.

Gloekler's present line consists of any type walk-in storage refrigerators and a standard line of reach-ins.

Reed is well known in this territory having been contacting dealers and distributors in this area for the past several years.

Another appointment is that of Ben S. Hill for northern South Carolina, North Carolina, District of Columbia, and Virginia exclusive of Norfolk and vicinity.

These appointments were in line with a recent change in Gloekler's sales policy to operate through manufacturer's representatives.

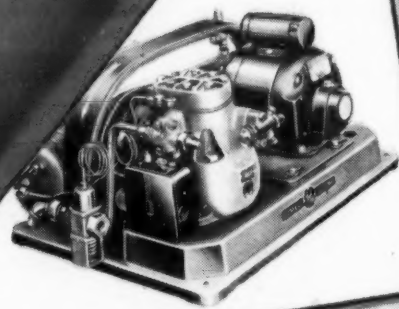
Free

TO REFRIGERATION DEALERS
AND SERVICE ENGINEERS

quick
selection
of G-E Condensing Units

plus
HOW TO MAKE A COMPLETE
REFRIGERATION SURVEY

GENERAL ELECTRIC
Commercial Refrigeration



36 PAGES

CONVENIENT

New Pocket-Sized Manual!

Helps You Sell Condensing Units Faster and Easier!

AT LAST! A bright new sales tool to make condensing unit selection for commercial refrigeration applications a *simple, quick* job. You can't afford to be without it, because it cuts selection time and makes it possible to quote a price without engineering every job that comes up.

In a matter of seconds you can figure requirements, select equipment, and quote a price for a wide variety of commercial applications. This book has the short cuts. Best of all, it's free for the asking for dealers and service engineers. Use the quick selection tables to pick equipment for all kinds of display cases,

dairy refrigerators, vegetable cases, storage cabinets, and walk-in coolers. Use these tables to select condensing units for use with forced air cooling units or finned coils.

DETAILED METHOD, TOO. For more complex refrigeration jobs, the booklet contains a complete detailed selection method. Here you'll find tips on making a refrigeration survey, and information on required capacity, condensing units, refrigerant lines, unheated locations, and controls. It carries you through every step of detailed equipment selection. And there's valuable data on storage temperature and humidity.



FROZ-N-FOOD
LOCKERS

Designed to provide these profit-making advantages to the locker plant operator—

- Variety of types and sizes.
- Easy to rent.
- Easy and inexpensive to install.
- Easy and inexpensive to maintain.
- Sturdy and durable construction.



Drop us a postcard for additional details.

Obtainable in Black and White or Green and Ivory...

ALL-STEEL EQUIPMENT INC.
250 Griffith Avenue • Aurora, Illinois

Baker Picks 2 Firms To Handle Line In Alabama

SOUTH WINDHAM, Me.—Baker Refrigeration Corp. recently announced the appointment of Birmingham (Ala.) Gas Heating & Air Conditioning Co. and Flint Refrigeration Co., Inc. as a dual distributorship to handle Baker ammonia and "Freon" refrigeration equipment as well as other air conditioning equipment in the northern half of the state of Alabama.

Birmingham Gas Heating & Air Conditioning Co. will emphasize air conditioning installations while Flint Refrigeration Co., Inc. will emphasize refrigeration applications.

Flint Refrigeration Co., founded in 1938 by Earl E. Allen and William W. Schelle has operated in the fields of store fixtures and commercial refrigeration. Its present setup includes showroom, office, and sales department in Birmingham and seven sales and service outlets in the above territory.

Contractor Changes Name To Nuckols-Cathey & Co.

WACO, Tex.—With the withdrawal of H. M. Kay as an officer and stockholder of the corporation, Nuckols-Kay & Co., air conditioning, refrigeration, and industrial heating contractors here, has changed its name to Nuckols-Cathey & Co., Inc., the firm announced recently.

J. W. Cathey, Jr., formerly secretary-treasurer of the firm, has taken over Kay's duties in the new corporation, it was revealed.

The firm is located at 2021 Franklin Ave. here.

Saetle Gets Bally Sales Post

BALLY, Pa.—Leo G. Saetle has been appointed sectional sales supervisor in the northeastern states for Bally Case & Cooler Co., the firm has announced. Prior to joining Bally, Saetle was associated with air conditioning and refrigeration sales in Pennsylvania.

Ice Tray Patents Owned by Gits Molding and Republic Molding Declared Invalid

CHICAGO—Three plastic ice cube tray patents owned by Gits Molding Corp., Republic Molding Corp., Joseph A. Gits, and Jules P. Gits have been declared invalid by Federal Judge Elwyn R. Shaw.

Judge Shaw's decision was made in a suit brought against the two corporations and the two men by Associated Plastic Co., Inc. Involved were U. S. Patent Design No. 137,122 and U. S. Letters Patent Nos. 2,433,210 and 2,433,211.

A signed judgment entered by Judge Shaw dismissed an amended counterclaim of the defendants against Associated Plastic Co., Commercial Plastics Co., Trustees System Discount Corp., Rogers J. Mott, and David L. Shillinglaw insofar as they sought relief for alleged infringement.

According to the order, a perpetual injunction shall issue restraining

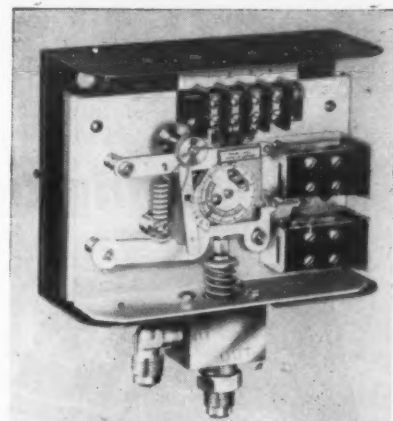
the defendants from further maintaining charges of infringement based on the letters patents. Only improvement of the trays of those concerned over the old-fashioned flexible rubber trays lies in the discovery of new thermoplastics, Judge Shaw said.

Associated Plastic filed suit in August, 1947. The defendants filed their answer and counterclaim in October, 1947. A counterclaim of the plaintiff was filed in November, 1947.

Associated Plastic's predecessor in interest, Modern Products & Materials, started production of an ice cube tray molded of ethyl cellulose in 1942. Manufacture of the tray, called "Eskotray," was discontinued later due to wartime restrictions on the use of plastics.

Republic Molding manufactured "Rototray" ice cube trays molded of polyethylene.

In New Application



Penn Makes Gas Defroster For Commercial Field Use

GOSHEN, Ind.—A new completely automatic self-contained unit for rapid defrosting of commercial evaporators is now available for general application by the refrigeration industry, reports R. H. Luscombe, general sales manager of Penn Electric Switch Co.

Penn's Series 321 automatic hot gas defroster is a self-contained single unit incorporating a timed mechanical valve and switches which regulate automatically the cycling of the compressor on a hot gas cycle to provide complete coil defrosting.

Hot gas is supplied to the coil internally for speedy defrost with a minimum change of temperature in the stored product.

"The hot gas defrost principle is not new," Luscombe stated, "but a simple, efficient and economical method of applying it to a wide range of commercial refrigeration units is both new and field proven in the Penn 321 series control."

"It is recommended for self-contained or remote-type installations up to and including 2 hp. It may be applied on most types of coil installations where drains are available or can be applied, and where stored products are not in contact with the coils or plates. Present models are available for non-corrosive refrigerants only."

Field tested and backed by an industry-wide sales promotion campaign, the Penn Series 321 automatic hot gas defroster is currently being offered as standard or optional equipment by some refrigerated display case manufacturers, and others are completing engineering and sales plans for its adoption.

Refrigeration equipment wholesalers have or soon will have in their stocks a dual voltage model suitable for either 115 volts or 230 volts, 60-cycle service for general usage and the modernization of a wide variety of existing installations.

Fedders-Quigan Names 10 New Distributors

BUFFALO—Ten new distributors for its room air conditioners have been appointed by Fedders-Quigan Corp., it was announced by F. A. Mitchell, sales manager of the unit air conditioner division.

They are Joseph Simons Co., Hartford, Conn.; A. B. Gray Co., Inc., Fort Wayne, Ind.; 555, Inc., Little Rock, Ark.; Busser Supply Co., Lewisburg, Pa.; Associated Distributors, Inc., Indianapolis; Rumbold & Co., Inc., Atlanta; Woodson & Bozeman, Inc., Memphis, Tenn.; Southern Wholesalers, Jackson, Miss.; Refrigeration Suppliers, Inc., Norfolk, Va.; and Michigan Automatic Heating Equipment Co., Grand Rapids, Mich.

PARTIAL CONTENTS:

- ★ When to use Quick Selection.
- ★ When to use Detailed Selection.
- ★ How to use Quick Selection Tables—plus simple examples.
- ★ 12 easy-to-use Quick Selection Tables.

- ★ Tips on making a complete survey.
- ★ Condensing unit tips.
- ★ Refrigerant line tips.
- ★ Data on unheated locations.
- ★ Complete step-by-step detailed method of selection.
- ★ Data on storage temperature and humidity.

DISPLAY CASE TABLE

STORAGE REFRIGERATOR TABLE

DETAILED SELECTION

Pocket-size. This book is designed to carry along when you call on prospects. It's 5½" x 7". All tables are laid out for quick, easy reference.

Easy to use. This booklet makes it possible for even non-technical personnel to select refrigeration equipment. Tables are simple to use, instructions are clear and concise.

Faster selection. You use only one Quick Selection Table for each job. With only a few obvious facts you can pick required refrigeration capacity and the correct condensing unit model in a matter of seconds.

DON'T FORGET the profits you can make selling top-quality G-E Condensing Units and replacement parts. For condensed catalogs on units and parts, see your local G-E wholesaler-replacement parts depot.



condensing units

for dependable, economical commercial refrigeration



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ELECTRIC

Send for
your free copy
Today!

GENERAL ELECTRIC COMPANY, Air Conditioning Department,
Section AC-4 Bloomfield, New Jersey

I am a ☐ service engineer ☐ dealer

Please send "Quick Selection of G-E Condensing Units." It is understood that I am under absolutely no obligation.

NAME.....

COMPANY.....

ADDRESS.....

CITY..... ZONE..... STATE.....

SHANK REFRIGERATION PRODUCTS



CYRUS SHANK CO.
631 W. JACKSON BLVD., CHICAGO 6, ILL.

CAUTION Play Safe When Making Refrigerator TRADE-INS



One trade-in based on this BLUE BOOK
will more than pay for the book

Always use the
National Refrigerator
Market Report

BLUE BOOK

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more than 2200
makes and models . . .

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Enclosed Please Find: ☐ Check ☐ Money Order

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NATIONAL REFRIGERATOR MARKET REPORT, Inc.
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This book may be obtained from
your distributor or refrigerator
manufacturer . . . or you may
order direct by using this
convenient coupon.

Mail with your check or money
order. We pay the postage.

Selling Appliances' Benefits Stills Complaints on Price

MINNEAPOLIS—Pointing out to customers that when they buy a modern appliance of any type, they are not buying the machine itself, but years of satisfactory service, is an effective means of stilling customers who complain of high prices, according to J. T. Howdeshell, local dealer.

When customer complaints on this score hit an all-time high last year, Howdeshell cast about for some means of quickly presenting the idea to the customer that his dollars were buying long-continued, satisfactory service, no matter what the initial investment.

The best way to put over this idea, he found, was a stuffer sheet headed "What You Buy," which is slipped in the envelope with all invoices, statements, or letters to customers.

Designed to soothe the ruffled feel-

ings of customers weary with paying high prices, the stuffer is lettered

"WHAT YOU BUY—

"You don't buy paper—you buy news.

"You don't buy glasses—you buy vision.

"You don't buy circus tickets—you buy thrills.

"You don't buy life insurance—you

buy education for your children, cancellation of your mortgage, and income for your wife.

"You don't buy a range or refrigerator—you buy freedom from sickness and disease, caused by improper food preparation, contaminated food, etc. You buy leisure through the use of automatic dishwashers, automatic laundry equipment, water softeners, etc.

"You buy comfort that only a modern, work-saving appliance can give you. You buy a life-time of knowledge, experience, integrity, and cooperation in the selection of quality, materials, and workmanship best suited to your needs. Finally, you buy complete living satisfaction."

The message is excellent "food for thought," according to Howdeshell, and almost every reader of the stuffer has voiced an appreciative comment.

Spring Advertising Drive On Its Refrigerator Line Is Launched by Admiral

CHICAGO—Kick-off of a concentrated spring newspaper advertising campaign on Admiral's newly-broadened line of seven electric refrigerators came the week following Easter with a 1,700 line national advertisement which appeared in about 110 markets, the corporation announced.

Eighteen national and key dealer newspaper advertisements in 1,700, 1,500, 1,200, and 1,000 line sizes will be run on a schedule calling for three insertions weekly every other week until July 1.

This barrage of newspaper advertising in April, May, and June will be backed up and carried through the year until November with 33 two-color page insertions in six consumer magazines plus black and white pages in three trade publications.

The June issue of *McCall's* will carry a two-color, three page gatefold. Other national magazines on the schedule are: *Time*, *Colliers*, *Better Homes & Gardens*, *Good Housekeeping*, and *Farm Journal*.

Selling points of Admiral's refrigerators will be more heavily emphasized in the commercials on "The Admiral Broadway Revue," (Fridays, 8 to 9 p.m. EST) from the middle of April until the video show begins a 13-week summer layoff after the June 3 telecast.

Admiral's picking up of a 13-week contract for the first half hour of the American Broadcasting Co.'s new television show "Stop the Music" scheduled Thursdays from 8 to 9 p.m. EST beginning May 5 will add another network video audience besides giving Admiral a summer video show.

Promotional aids that have been furnished dealers include: food demonstrator kits dramatizing Dual-Temp performance, a Dual-Temp training film, sales training books, manuals on home demonstrations, consumer-selling booklets, and giant floor displays.

Borg-Warner Suspending Ingersoll Div. Operation

CHICAGO—The operations of the Ingersoll utility unit division of Borg-Warner Corp. are being suspended.

This announcement was made recently by Charles R. D'Olive, vice president and general manager of the division.

The utility unit division has been manufacturing packaged units consisting of furnace, water heater, bath, and kitchen, together with plumbing waste and vent systems, for small houses.

"This action on our part is due to increasing uncertainties in the overall housing picture, together with the immediate demand for minimum units of types that we are not prepared to fabricate," D'Olive said.

It was indicated that the clean-up of the existing backlog of orders will be complete early in June, at which time production at the division's plant in Evansville, Ind., will necessarily be discontinued.

Maine Dept. Store Opens New Appliance Showroom

PORTLAND, Me.—Kressy & Allen, department store here, has completed a new Frigidaire appliance showroom at 514 Cumberland Ave.

The Kressy & Allen store has carried leading appliance franchises for more than 24 years, but heretofore has sold them from a limited space in the basement.

The new store on Cumberland Ave., with all-glass walls, complete modern active displays of all appliances, will feature a full-time home economist, who will demonstrate appliances.

G-E Reduces Prices on Some Small Motor Parts

FORT WAYNE, Ind.—Price reductions on the small 6.292-in. diameter, 1/2, 3/4, and 1-hp. single-phase motor parts of welded core design for commercial hermetic refrigeration compressors were announced recently by M. E. Lord, manager of General Electric's fractional horsepower motor divisions.

No specific prices on the parts were given in the announcement, however.

Lord also stated that a revised line of split-phase, belt-drive blower motors, solid or resilient base, will be ready for shipment in May at prices approximately 3% lower on 1/2-hp. rating and 6% lower on the 3/4 and 1-hp. ratings.

The list prices of the new standard solid-base motors are \$15.59, \$17.21, and \$21.81 for ratings of 1/2 through 1 hp.

Grocery-Refrigerator Deal Boosts Flato's April Sales

HOUSTON, Tex.—Offering up to \$100 in groceries as rewards for purchasing a new Servel gas refrigerator was a stunt which boosted April volume for Flato's, Servel dealer who operates six stores here.

The offer, designed to build up sales characterized as "dwindling" through the chain of stores, was payable in certificates good for \$10 in groceries at local A & P food stores.

Advertised by means of a full page advertisement, the promotion provided \$40 in groceries with the purchase of any 6-ft. deluxe or 8-ft. Servel refrigerator, or a Chambers range.

Twenty dollar certificates were offered for the purchase of washing machines or apartment size refrigerators. Each could be spent at any A & P store, and was made over to the customer as soon as the appliance sale was consummated.

The promotion worked best on those who had been considering a new Servel box, but were hesitant over the price, according to C. E. Parsons, advertising manager for the appliance stores.

"A lot of people trying to make up their minds were persuaded to go ahead and buy with a \$40 saving in groceries aiding the budget," he pointed out. "We got excellent results in all price brackets."

Admiral Adds 1,000,000 Shares to Common Stock

CHICAGO—Stockholders of Admiral Corp. voted to increase authorized common stock from 1,000,000 to 2,000,000 shares of \$1.00 par value at the annual meeting of the corporation.

No definite plan for disposal of the additional stock has been approved, according to Ross D. Siragusa, president.

Francis H. Uriell, partner in the Chicago law firm of Pope and Ballard, was elected to fill a newly-created directorship. Directors re-elected were: Joseph E. Dempsey, Maurice S. Despres, Richard F. Dooley, John B. Huarisa, Lynn C. Park, and Kenneth D. Turner.

At the meeting of the board of directors following the stockholders' meeting Siragusa was re-elected chairman of the board.

at no extra cost to you!

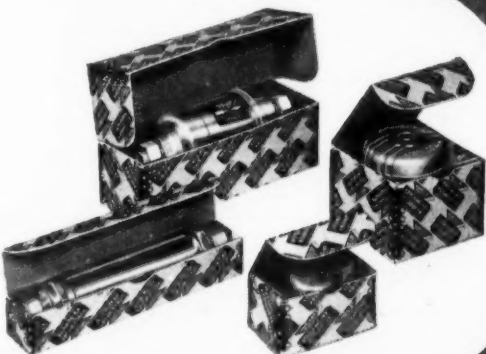
Precision Products

Precision made, time-tested, Mueller Brass Co. products, such as Valves, Driers and Liquid Indicators are now being furnished to you



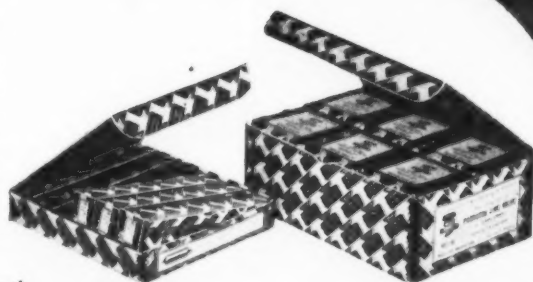
Permanently Protected

Permanently protected in INDIVIDUAL, strong, metal edge CARTONS. Units of these famous STREAMLINE quality products are shipped in clearly labeled



in Practical Packages

Practical, sealed MULTIPLE CONTAINERS in quantities of 4, 6, 8 and 12. This method saves time and assures original quantities. Maintains neater stocks and better stock control. Provides a clean, dust-free product, eliminating damage from the factory to the job. Convenient for both the service engineer and the wholesaler to handle.



Order from your
wholesaler . . .

MUELLER BRASS CO. PORT HURON, MICH.

Covering 7 State Area



W. L. WINCHESTER

Winchester Is Midwest Sales Manager for Sherer

MARSHALL, Mich.—W. L. Winchester has been appointed midwestern sales manager for Sherer-Gillett Co., according to L. O. Bower, vice president in charge of sales.

Winchester will supervise sales in Iowa, Nebraska, Missouri, Kansas, Oklahoma, Arkansas, and Louisiana from his headquarters in Carthage, Mo.

Prior to his connection with Sherer, Winchester was assistant sales manager for Ebco Mfg. Co., in charge of merchandising its Kelvinator line of electric water coolers and other brands. During the war he was a senior engineer in the coil and transformer shops at Kearny, N. J., and Haverhill, Mass., for Western Electric Co.

Before the war, Winchester was engaged in commercial refrigeration sales management in the midwest.

He has written several technical and sales-training manuals and is an associate member of the American Society of Refrigerating Engineers.

Despite '48 Loss, Weber Orders Lead Last Year

LOS ANGELES—"A too rapid expansion during the last several years" was the main reason Weber Showcase & Fixture Co. operations during the year ended Dec. 31 resulted in a net loss of \$709,852, according to Karl Weber, president.

He said other factors in the loss were large expenditures for development and redesigning of products, defense of a patent suit, and a large reduction in inventory values.

The loss compared with a net profit of \$814,959 in 1947, equal to \$1.82 a share on 435,052 common shares outstanding after preferred dividends. Net sales for 1948 totaled \$8,450,580, compared with \$14,014,468 in the preceding year.

Weber said the outlook for 1949 is encouraging. New orders for the first three months were \$3,232,000, against \$2,484,000 for the comparable period of 1948, he reported.

Romig Joins Commercial Firm

BINGHAMTON, N. Y.—Robert Romig of Buffalo has joined Foster & Decker, Inc., 54 Mill St., refrigeration and air conditioning service establishment. He will specialize in sales engineering.

Below-Cost Selling Fined Under New Colorado Law

DENVER—A law making the State Revenue Department a policing agency to enforce a new unfair trade practice act, outlawing below-cost sales, was passed recently by the Colorado House of Representatives after having been approved earlier in a vote taken by the State Senate.

Under the act, merchants will be required to pay license fees to the revenue department, which will administer the law carrying penalties up to six months in jail and \$1,000 fine.

Unsuccessful opponents of the bill included Rep. Samuel J. Eaton, who termed the act "a price-fixing device which is an insidious boring from within into the consumer's pocket-book." He said the act is so worded as to apply to all services, as well as sales.

Colorado has had an unfair trade practices act on its statute books, but without such stringent enforcement provisions.

Memphis Refrigeration Group Headed by Jennings

MEMPHIS, Tenn.—The Memphis Refrigeration and Air Conditioning Dealers Association has been organized here.

The following officers were elected: William B. Jennings, Jennings Equipment Co., president; Spencer Stephens, Stephens Bros., vice president; and Charles E. Hendricks, Memphis Refrigeration Co., secretary-treasurer.

Goodrich Issues V-Belt Catalog Citing Advantage of Rayon Cord

AKRON, Ohio—A new catalog section on its light-duty V-belts has just been published by The B. F. Goodrich Co. here.

Feature is a warehouse stock list of new standard numbers. The catalog section describes in detail the construction of the company's V-belts, tells of the advantages in using rayon cord and of other design features.

Drugstore Porcelain Reach-In Ups Biological Sales by Attracting Attention

BROWN VALLEY, Minn.—Replacing an ordinary wooden counter with a low, white porcelain, reach-in refrigerator for animal husbandry products has heavily increased sales in this department at the Valley Drugstore, operated by H. Backus.

The refrigerator, of the same height as the former counter, has four compartments in which anti-toxins, viruses, penicillin products, and other biological drugs are kept.

On the face of one door, facing traffic into the veterinary supply department of the store, is a sign which reads "Refrigerated biologicals for all farm animals."

Installation of the refrigerator, at a cost of slightly more than \$500, has proven an invaluable selling aid.

"A lot of people who did not know that we carried veterinary supplies are now informed of it merely by seeing the refrigerator and the sign on its face," he said.

Million-Dollar Loss Seen If Textile Bill Passes

COLUMBIA, S. C.—"The compulsory textile mill air conditioning bill pending in the South Carolina General Assembly would make obsolete \$1,000,000 worth of textile property in my county alone," said James Sloan, personnel manager of Joanna Cotton Mills at nearby Joanna, S. C.

Sloan, here to appear before a legislative committee hearing, asserted that Joanna mills now had "air-cooling facilities that meet most of the proposed requirements of this bill." Voicing opposition to what he described as "force" legislation, Sloan pointed out that the program at his plant was "voluntary."

3 Charter Electric Supply Co.

NORTH PLATTE, Neb.—The Electric Supply Co., Inc., has taken out a Nebraska charter to deal in electric appliances. Authorized capitalization is \$100,000 and incorporators are T. F. Crawford of North Platte, D. E. Hudson of McCook, Neb., and D. L. Varney of Des Moines, Iowa.



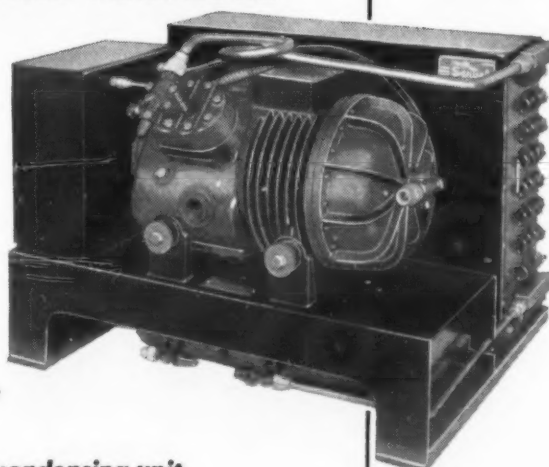
Just the cost of a phone call will put a team of refrigeration experts at your service!

Servel hermetically sealed Supermetic units are available in all sizes from 1/4 HP through 3 HP. Also available is a full line of belt-driven units built around Servel "Superpact" compressors for direct current, odd frequency, and mobile refrigeration applications.

Servel Supermetic Features That Build Sales Profits

- Compact—Simple to Install
- "Pull-Out" Rail Edge Base
- Fully Wired
- No Oil "Slugging"
- Forced-Feed Lubrication
- Low and Medium Temperature Models—1/4 HP thru 3 HP

You get more than a condensing unit when you buy a Servel Supermetic

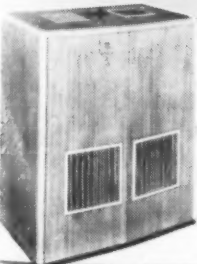


Maybe that sounds like the usual blarney in most sales talks—but we dare you to find out. We're not kidding when we offer a team of experts! We're equipped to handle any problem you toss us—application, assembly, production line, testing, merchandising, sales or service. We'll send our men to your plant or you can come to us.

Our entire plant is open to you to help you in the building of your product or in the building of your business. You can have at your disposal the years and years of Servel experience plus Servel's vast resources. It's just like adding a seasoned refrigeration department to your staff . . . and it doesn't cost you a red cent. So if problems are bothering you, we'll be glad to show you that you get more than a condensing unit when you buy Servel. Call, write or wire Servel, Inc., Electric Refrigeration Division, 1905 Kentucky Avenue, Evansville 20, Indiana.

Servel
SUPERMETIC
for every commercial refrigeration requirement

Servel also manufactures the Servel Gas Refrigerator, Servel Ball-Type Gas Water Heater and the Servel All-Year Air Conditioner.

The Sale's a Cinch with ... **NEW usAIRco** CONSOLE ROOM CONDITIONER

PACKED WITH SELLING POWER!
Re-designed, re-engineered by America's foremost creator of dependable equipment.

WRITE FOR DETAILS

United States Air Conditioning Corporation
Como Ave. S.E. at 33rd • Minneapolis 14, Minnesota
Better dealer profits with better values

Has New Assignments



MALCOLM R. RODGER

Rodger Heads Crosley Home Laundry Section

CINCINNATI — Appointment of Malcolm R. Rodger as manager of the Crosley home laundry section has been announced by W. A. Blees, vice president and general sales manager, Crosley division, Avco Mfg. Corp.

Rodger, in addition, will supervise Crosley's home economics program and will be responsible for the coordination of Crosley activities in all industry association meetings, Blees said.

3 Regional Directors, 2 Field Representatives Are Appointed by NARDA

CHICAGO—Russell B. Rennaker, recently named national field director for the National Appliance & Radio Dealers Association, has announced the appointment of three regional directors and two field representatives to assist in directing NARDA activities across the nation.

Robert Ayres was named midwest regional field director, with headquarters in Chicago. His area covers Michigan, Indiana, Wisconsin, Iowa, North Dakota, Nebraska, Ohio, Illinois, Minnesota, Missouri, South Dakota, and Kansas.

West Coast regional director is Jerry Dicus, who is headquartered in Los Angeles. He supervises activities in southern California, Utah, Colorado, Nevada, Arizona, and New Mexico.

Third director to be named will cover the southeast region out of Atlanta. His area takes in the District of Columbia, West Virginia, Tennessee, South Carolina, Alabama, Virginia, Kentucky, North Carolina, Georgia, and Florida.

He announced, also, the appointment of Norman B. Brahmstedt of Milwaukee as field representative for Wisconsin and Iowa; and Ed Greenebaum of Newton Centre, Mass., as field representative for Massachusetts.

When the NARDA field organization is completed, Rennaker said, the country will be divided under five regional field directors, with field representatives covering every state. This is expected in six months.

Amendment Would Permit Dealer To Sell Below Cost

RALEIGH, N. C.—A bill which would make it illegal for a merchant to sell goods at a price below cost to him plus a percentage of his cost of doing business was rendered virtually meaningless by an amendment which the North Carolina House of Representatives passed recently, according to Rep. Dan K. Edwards, one of the sponsors of the measure.

The amendment would permit the merchant to price his articles below cost if he did so for the purpose of "advertising his business, fostering trade," etc. The bill was intended to prevent merchants from selling their wares below cost for the purpose of eliminating competition.

Duffy, Maisel Elected by Buffalo Appliance Group

BUFFALO — The newly-formed Niagara Frontier Retail Appliance Dealers Association recently elected the following officers:

John Duffy, Adam, Meldrum & Anderson Co., president; Ed Maisel, Ed Maisel Furniture & Appliances, vice president; George A. Lambrix, George A. Lambrix Appliances, secretary; and Kenneth Frazer, Frazer Appliances, treasurer.

The following were elected to the board of directors: Edwin B. Spangenthal, Household Outfitting Co.; Jack Williams, Kraft & Williams; Leo Weber, A. J. Weber Furniture Co.; Dick Wangler, Wangler Electric; Al Kime, Al Kime Appliances; Frazer, Lambrix, Maisel, and Duffy.

Dealer Keeps Salesmen On Straight Salary To Cut Down Bookkeeping

DENVER—Paying appliance specialty salesmen a straight weekly salary in place of the usual commission or profit-sharing plan is the most logical method over a long period of time, according to A. E. Friend, owner of Friend's Appliance Co., here.

Friend, who started out with a refrigeration and radio service shop 10 years ago, has four full time salesmen in his store at 52 Broadway in south Denver. Each receives a salary of between \$50 and \$75 per week, according to the length of time he has been employed.

"We figure salary payments against store sales volume, averaged over a period of years, and believe that the \$50 to \$75 amount is equivalent to a good commission average over four years," Friend stated.

"There is far less bookkeeping, the men work together better to handle every prospect with equal courtesy, and each will devote the same effort to selling a \$30 used washing machine as a \$350 refrigerator."

"As a result, customers get better service, there is no high-pressure selling which might irritate prospects, and no overdone competition among the salesmen."

All four salesmen are "floor men" with outside calls limited entirely to those made when a customer calls in and asks for a salesman to call.

"We have enough heavy traffic along Broadway that it isn't necessary to cold-canvass," Friend summed up.

Kelvinator Using Point-of-Sale Pieces To Tie-In with Ad Campaign on 3 Levels

DETROIT—An intensive spring promotion on Kelvinator refrigerators has been announced by C. T. Lawson, vice president in charge of Kelvinator sales.

The campaign is spearheaded by a double-spread advertisement in the April 18 issue of *Life* magazine, and supporting two-color local newspaper advertisements.

Charles J. Coward, Kelvinator director of advertising and sales promotion, said the full-color *Life* spread is the first of a series of major magazine advertisements which are expected to reach an audience of

approximately 25,000,000 people.

The campaign is a major sales drive timed for the peak appliance selling season beginning after Easter Sunday, Coward said. Supporting tie-ins with the initial *Life* advertisement and the two-color newspaper layouts include radio commercials, direct mail copy, and display material.

The *Life* advertisement displays Kelvinator's entire line of seven 1949 refrigerators, stressing the new two-door model TM and the "Master-piece" series with the full-length-door.

Coordinated with the *Life* advertisement, Coward said, are the following:

1. Cooperative newspaper advertisements in two colors following the theme, "You saw them in this week's *Life*. . . Now come in and see how Kelvinator has cut the cost of better refrigeration."

2. Special commercials over the ABC network during the nightly Kelvinator newscast by commentator Edwin C. Hill.

3. Spot announcements on local radio stations.

4. Display material for dealers including flash window streamers; giant blowups of the *Life* advertisement in full color; cutout figures for animated displays; easel-mounted proofs of the advertisement for interior display; *Life* product tags; gummed arrows captioned "Advertised in *Life*"; newspaper "broadsides"; and special literature for mailings, store handouts, and carrier distribution.

5. Material for briefing salesmen on how to utilize the impact of the *Life* advertisement at the point of sale, including a special sales training instruction booklet and a recommended practice sales demonstration for dealer's sales meetings directed at "putting *Life* to work to help you get more sales."

6. Teaser lapel buttons for retail salesmen bearing the initials CCTTF, to whet curiosity and stimulate interest in Kelvinator's "Cold Clear To The Floor" design.

7. Tinkling bells as a step-up selling aid, to be placed inside all low-end Kelvinator refrigerator models on the salesroom floor, so that they ring when the door is opened. The salesman points out to the prospect that the bell is a reminder to him to show the Kelvinator "CM Master-piece."

Bendix Quarterly Sales Reach 25% of Volume for 1948 Period

SOUTH BEND, Ind.—Net sales of Bendix Home Appliances, Inc. for the first quarter of 1949 totaled \$4,710,448 as compared with \$17,397,148 in the same quarter last year.

Net profit for the same period amounted to \$68,710, or 6 cents per share, as compared to \$1,638,752, or \$1.57 per share, last year.

Rehearing Asked on Fla. Fair Trade Law Decision

JACKSONVILLE, Fla.—A plea for a rehearing on the Florida Supreme Court's recent decision that the state's fair trade law was unconstitutional has been entered by the Continental Distilling Sales Co. here.

Citing 18 grounds for a rehearing, the firm denied the court's contention that the law was not in the public's interest.

It declared that the "practice of ruinous retail price cutting, sought to be prevented by the act, has driven many small retailers to the wall who, because of large overhead and small turnover, could not compete with powerful retail chain organizations, resulting thereby in such chain stores effectively fettering competition in the retail trade and seriously affecting the general public."

The firm's petition also said that "the court has embarked upon a pioneering course of social experimentation by aggregating to itself the right to establish, by judicial decree, the public policy of Florida."

Only Clothes Drier Sales Rise in West Coast Area

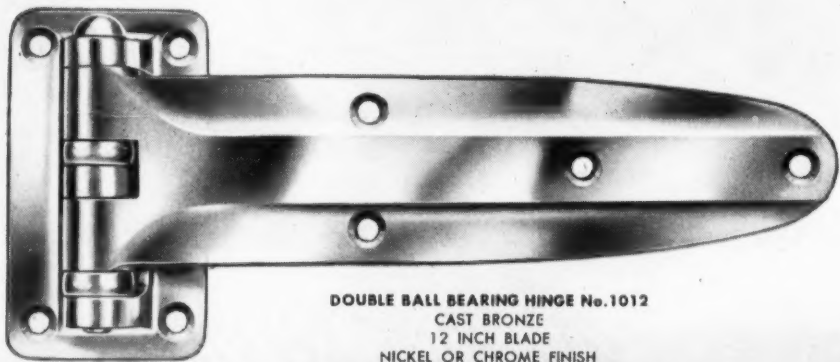
SPOKANE, Wash.—Clothes driers, with sales up 11% in January as compared with December, were the only appliance to show a gain for the first month of the year, the Washington Water Power Co. reported recently in a sales progress summary of dealers in the Inland Empire area it serves.

Sales of other appliances in January were off rather sharply, it was noted. Refrigerator sales were down 14%, clothes washers 24%, ranges 32%, water heaters 39%, vacuum cleaners 42%, home freezers 45%, and ironers 70%.

Unit sales figures for January were as follows: ranges 448, water heaters 249, refrigerators 352, home freezers 70, clothes washers 540, clothes driers 162, ironers 96, and vacuum cleaners 274.



UNIVERSAL COOLER LOCK No. Z-325
CAST BRONZE
NICKEL OR CHROME FINISH
WEIGHT—11 POUNDS



DOUBLE BALL BEARING HINGE No. 1012
CAST BRONZE
12 INCH BLADE
NICKEL OR CHROME FINISH
WEIGHT—7 POUNDS PER PAIR

A full range of sizes for all needs

This HARDWARE laughs at "Hard Wear"

Good hardware—smart looking,
built to function smoothly
and to last a long time.

Write for Catalog

ARCADE

MANUFACTURING DIVISION
ROCKWELL MANUFACTURING COMPANY
FREEPORT, ILLINOIS



**Refrigeration, Air Conditioning
and Heating**

PARTS • TOOLS • SUPPLIES • EQUIPMENT
Chicago's Oldest Refrigeration Supply House

CHASE SUPPLY COMPANY
546-8 W. 119th STREET ★ CHICAGO 28, ILLINOIS

ALL THE MARKETS OF AMERICA ARE OPEN TO JORDON DEALERS

TWO TEMPERATURE REFRIGERATORS • UPRIGHT ICE-MAKER • TABLE-TOP REFRIGERATOR

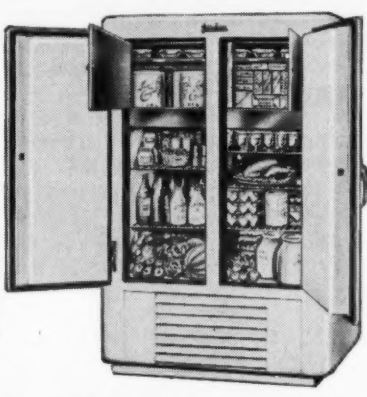
Time proven models that bridge the gap between the commercial and the domestic market thus opening many new doors of business for JORDON dealers. Both of these models have the essential refinements that make them acceptable to large homes, country estates, show kitchens, etc., and the large capacity required by boarding houses, farms, clubs, fraternities, restaurants, hotels, institutions. Priced for volume selling.

Convenient shelf height eliminates stooping and speeds service. Takes very little floor space and modern design permits "out front" use.

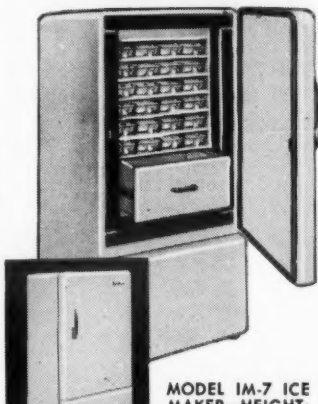
For kitchenettes, professional offices, studios, recreation rooms, trailers, camps, for holding biologicals and for under-counter use.



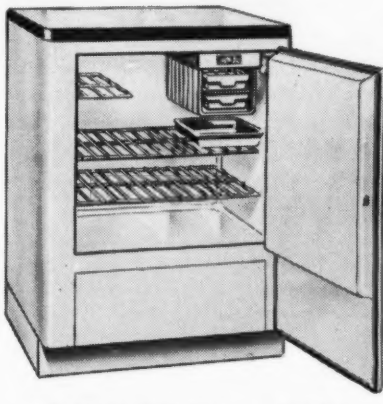
MODEL JORDON 10-4-10 ft. Normal refrigeration. 4 cu. ft. Freezer-locker. 12 lbs. ice making. ONE condensing unit. HEIGHT 68". LENGTH 39". DEPTH 29". INTERIOR: stainless steel. EXTERIOR: Hi-baked white.



MODEL JORDON 14-6-14 ft. Normal refrigeration. 6 cu. ft. freezer-locker. 16 lbs. ice making. ONE condensing unit. HEIGHT 71 1/4". LENGTH 43 1/2". DEPTH 31". INTERIOR: stainless steel. EXTERIOR: Hi-baked white.



MODEL IM-7 ICE MAKER—HEIGHT: 57 5/8". LENGTH 26-3/16". DEPTH 25-7/16". ICE TRAYS 24. CUBES: 336 per freezing. EXTERIOR: Hi-baked white. Hermetic sealed unit.

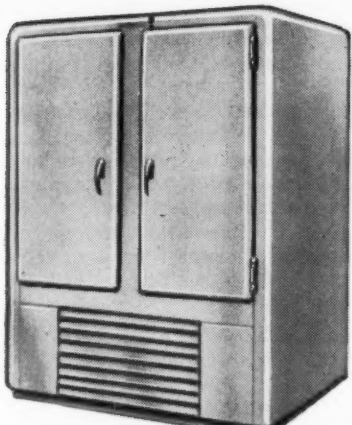


THE JORDONETTE—3 1/2 cu. ft. Porcelain work-top. Interior light. INTERIOR: Porcelain. HEIGHT 34 1/2". LENGTH 24 1/2". DEPTH 23 1/2". Hermetic sealed unit.

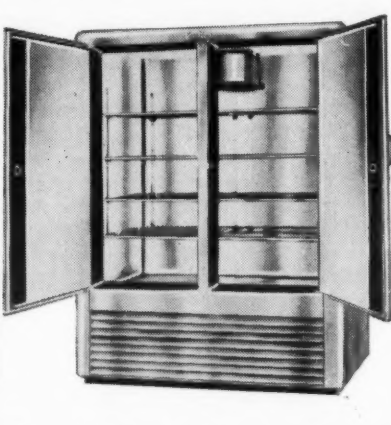
WHITE AND STAINLESS STEEL REACH-IN REFRIGERATORS

JORDON reputation for fine reach-ins goes back many years and is based on a thorough understanding of commercial requirements. The new JORDON—30 series, of which two models

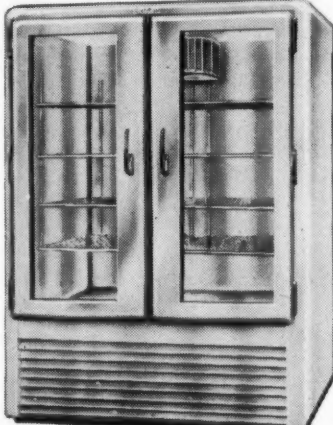
are illustrated, gives JORDON dealers the finest value and the most saleable reach-ins on the market today. The complete JORDON reach-in line covers every commercial field.



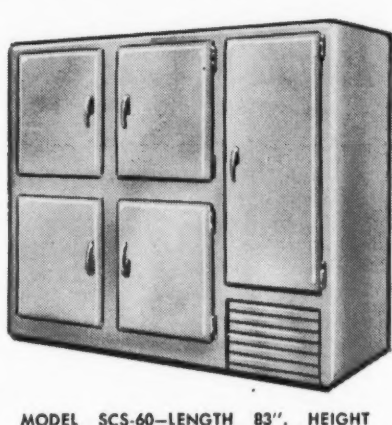
MODEL SCS-23 — LENGTH 43 1/2". HEIGHT 71 1/4". DEPTH 31 1/2". EXTERIOR: stainless steel, or hi-baked white. INTERIOR: Natural aluminum and stainless steel. BLOWER COIL or heavy duty ice maker. Hermetic sealed unit.



MODELS SCS-30JFC and SCS-30G—Available in three models. GLASS DOORS with blower coil. SOLID DOORS with blower coil. SOLID DOORS with 8 tray ice maker. LENGTH 53". HEIGHT 73". DEPTH 33". INTERIOR: Aluminum, stainless steel floor. EXTERIOR: Polished stainless steel. Aluminum back. Hermetic sealed unit.



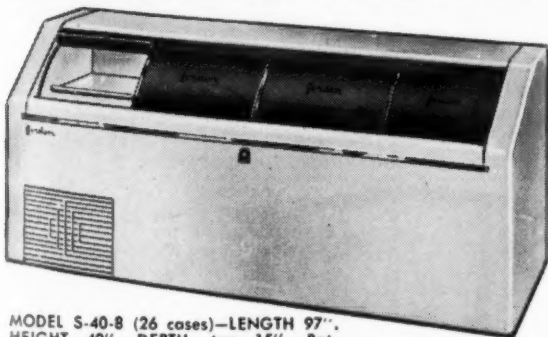
MODEL SCS-60—LENGTH 83". HEIGHT 71 1/4". DEPTH 31". EXTERIOR: High polished stainless steel. Available with meat hooks or adjustable shelves.



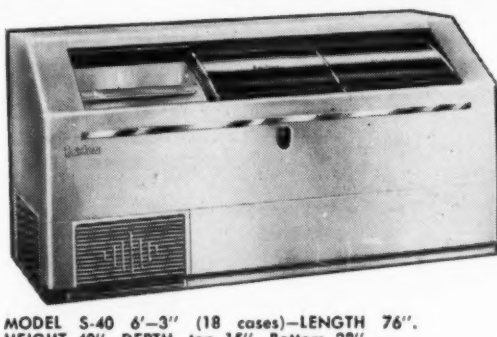
STAINLESS STEEL BEVERAGE COOLERS AND ALL-PURPOSE REFRIGERATORS

The JORDON S-40 Series of Stainless Steel Beverage Coolers gives JORDON dealers the type of equipment that builds respect and high standing. The S-40 line combines fine workman-

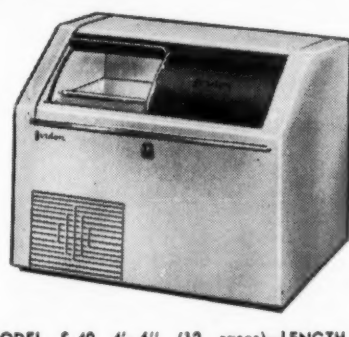
ship and styling with many new and desirable features including food or glass storage shelf, self-contained hermetic sealed units, and lifetime stainless steel.



MODEL S-40-8 (26 cases)—LENGTH 97". HEIGHT 40". DEPTH, top 15". Bottom 28". Hermetically sealed unit. Roll back insulated doors. Automatic de-frosting. Forced air circulator. Stainless steel exterior top and front. Stainless steel and natural aluminum interior. Auxiliary shelf for glasses or food.



MODEL S-40 6'-3" (18 cases)—LENGTH 76". HEIGHT 40". DEPTH, top 15". Bottom 28".

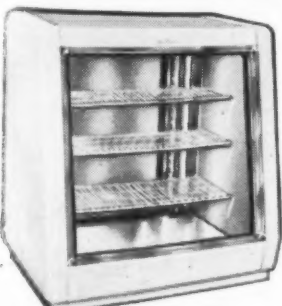


MODEL S-40 4'-6" (12 cases)—LENGTH 55". HEIGHT 40". DEPTH, top 15". Bottom 28".

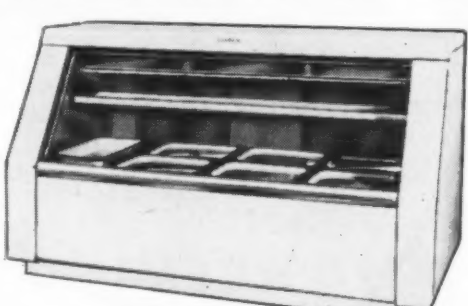
FULL VISION AND DOUBLE-DUTY DISPLAY CASES

Modern merchandising requires an unobstructed view and brilliant lighting of showcase contents. These modern JORDON Refrigerators meet today's requirements for displaying meats,

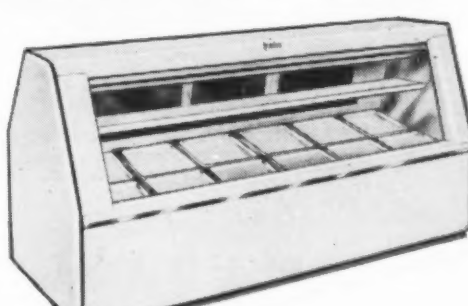
fish, delicatessen, candy, bakery products, bottled goods. They are standard equipment in America's leading independents, chains, and super-markets.



MODEL FV-4—HEIGHT 50". LENGTH 4'. Available with self-contained condensing unit in counter extension. Adjustable shelves. Fluorescent lighting. Ball corner ends.



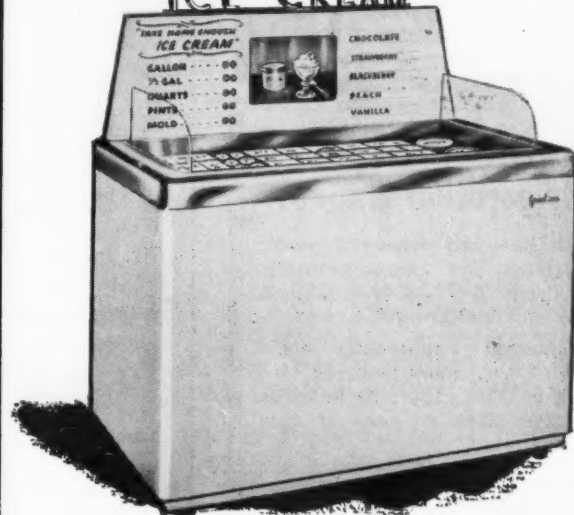
MODEL LC42-6—HEIGHT 42". LENGTH 6' EXTERIOR: Porcelain top and front. INTERIOR: stainless steel and natural aluminum. Also available in 8' models—stainless steel.



MODEL P-50—HEIGHT 50". LENGTH 8'. EXTERIOR: Porcelain. INTERIOR: stainless steel.

FROZEN FOOD AND ICE CREAM MERCHANDISERS

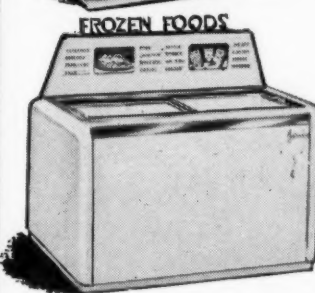
ICE CREAM



MODEL D-9 — Open top. 9 cu. ft. 360 pint packages. HEIGHT with super-structure and plastic letters. 58 1/4". LENGTH 54 1/2". DEPTH 30". Casters available. Self-contained hermetic sealed unit.



MODEL M-9, as above, with sliding glass THERMOPANE doors. Can also be used as a display or storage refrigerator for dairy products or for other high-temperature requirements.

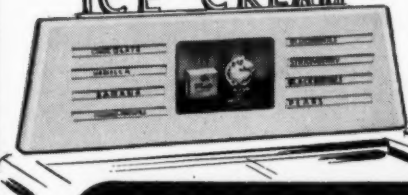


MODEL M-16—Sliding glass THERMOPANE doors. HEIGHT 58 1/4". LENGTH 75". DEPTH 29". Wide opening gives more convenient access to contents and excellent display. No need to "bury" products or brands at the bottom.



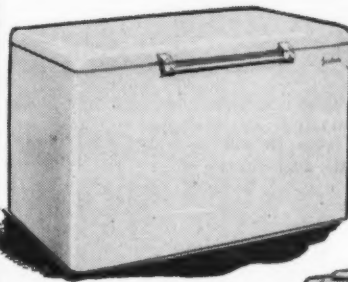
MODEL M-24—Frozen Food Merchandiser. HEIGHT 58 1/4". LENGTH 105". DEPTH 29". Self-contained hermetic sealed unit.

ICE CREAM



SEPARATE SUPERSTRUCTURES Standard lengths to modernize any type ice cream, dairy, or frozen food cabinets. PLASTIC formed letters, any words or slogans.

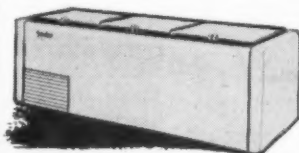
HOME AND FARM FREEZERS



MODEL TC-9 — Home freezer with self-balancing lid. HEIGHT 38". LENGTH 53 1/2". DEPTH 28 1/2". Hermetic sealed unit.



MODEL TC-16 — Home freezer. HEIGHT 36". LENGTH 75". DEPTH 29". Hermetic sealed unit.



MODEL TC-24—Large capacity freezer. HEIGHT 36". LENGTH 103". DEPTH 29".

Write for data sheets

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The Trade-In Problem

*Advice by an Authority on the
Current Market for Used Models*

By Telson Fineman, The Electric Center, Chicago

This year "trade-ins" will be a big factor in selling household refrigerators. Proper evaluation of the traded-in models will mean the difference between profit and loss on many sales that the dealer makes in 1949.

To assist dealers in arriving at a proper evaluation of used refrigerators, AIR CONDITIONING & REFRIGERATION NEWS will publish from time-to-time a discussion of used refrigerator values, written by Telson Fineman, one of the proprietors of The Electric Center, Chicago, one of the most active reconditioning and used refrigerator wholesale firms in the country.

These articles will describe the "actual" values of various makes and models of used refrigerators, how these values fluctuate with market conditions, and the precautions dealers must take in handling trade-ins. These articles are not a substitute for a good handbook of used refrigerator values—Fineman recommends strongly that all dealers have such a book—but rather they are a supplementary service that will enable dealers to get the most use out of such a handbook.

Following is a listing of prices which we pay for hermetics in this area. These prices are NOT A TRADE-IN ALLOWANCE but rather what our company will offer to a dealer for these machines. These prices are thus roughly what any dealer may expect to realize from them if he attempts to sell them to a rebuilder or a used refrigeration dealer.

It will be easily seen that, if these machines are reconditioned by the dealer, more money will be realized.

In the following discussion and in subsequent articles I will explain our reasons for these prices and try to point out some of the problems which the late model hermetic trade-in bring up.

| | Operating | Non-Operating |
|--------------------------------------|-----------------|-----------------|
| Coldspot, 1930-1935 | \$10.00-\$15.00 | \$5.00 |
| Coldspot, 1936-1941 | about \$35.00 | \$15.00 |
| Crosley, 1936, GAT & GKT models | \$15.00 | \$5.00 |
| Crosley, 1937, HB1 models | \$15.00 | \$5.00 |
| Crosley, all others | \$25.00-\$50.00 | \$20.00 |
| Frigidaire, 1933-1934 | \$10.00 | No Value |
| Frigidaire, Standard, 1935 | \$10.00 | No Value |
| Frigidaire, 1936-1939 | \$25.00-\$50.00 | \$20.00 |
| Frigidaire, 1940-1941 | \$40.00-\$65.00 | \$20.00 |
| General Electric, Monitor, 1928-1934 | \$10.00 | No Value |
| General Electric, 1936-1941 | \$15.00-\$65.00 | \$10.00-\$20.00 |
| Gibson, 1931-1935 | No Value | No Value |
| Gibson, 1936-1941 | \$10.00-\$25.00 | No Value |
| Kelvinator, 1938-1941 | \$25.00-\$65.00 | \$20.00 |
| Norge, 1939-1941 | \$25.00-\$50.00 | \$20.00 |
| Stewart-Warner | \$25.00 | No Value |
| Westinghouse, 1930-1935 | \$10.00 | No Value |
| Westinghouse, 1936-1938 | \$25.00-\$50.00 | \$20.00 |
| Westinghouse, 1939-1941 | \$40.00-\$65.00 | \$20.00 |

It is common practice for the dealer to allow the customer anything that he can afford to give to conclude a deal, and it is for this reason that the dealer needs more knowledge than a simple set of established trade-in values. The important thing is for the dealer to know what he can realize from this trade-in after the deal and whether he is going overboard in his appraisals. Furthermore, any prices which are given at this moment can be changed immediately by a national price change from a manufacturer, or by a promotion put on by any large merchandiser.

The resale of old refrigerators to dealers is a very sensitive problem and even a local promotion in a metropolitan area may cut the bottom out of the market for an entire district.

The biggest headache in the trade-in business is the late model hermetic machine. The customer invariably confuses the value based on the cabinet style with the lower cost of repair which he was accustomed to pay with the older belt-driven models. It is very true that a late model machine in operating condition is worth a good allowance, but the same machine with an inoperative unit may be valueless.

We think that it is important to know what trouble to look for in these machines; what the replacement situation is regarding units, and what the probable cost of repair will be.

We consider a hermetic inoperative for any of the following reasons: Noise while running; unless the noise is caused by any easily seen detail, the noise must be internal. In any hermetic, A NOISY UNIT IS A DEFECTIVE UNIT.

Evaporator not freezing throughout; it is possible that some minor trouble can be causing this condition, but the average dealer is not a qualified refrigeration serviceman and for his purpose he can figure an inefficient unit or a restriction and be 90% correct.

Short cycling; a machine that goes on and off in rapid sequence.

Following are the most common hermetics in this area together with our appraisal of each and a short discussion of the problems we have encountered with each. I must point out, at this point, that each dealer may have his own setup for handling any specific make which I mention and the problems which we have in our area may not be a factor in any other.

Coldspot, Semi-Sealed

This classification includes all machines made from 1930 to 1938. In general, the trade-in value line is drawn at 1935. In 1935 the cabinets were streamlined, crisper trays were added in many models, and the general styling commands more value.

Prior to 1935, we place these machines in the \$5.00 to \$10.00 classification and the 1930-1933 models we sell only "as is." Independent rebuilders and service companies have trouble reoperating these units and, even though the rebuilding cost is reasonable, we have built up an antagonistic attitude toward these trade-ins because of the service difficulties involved.

The full hermetic models, 1939, are a good trouble-free machine.

As an over-all trade-in, Coldspots are good because people know them and they can be resold easily.

Crosley

All of the sealed unit cabinets have good resale value because of the styling. The only models to be careful with are the following:

GAT series, 1936. GKT series, 1936. HB1 series, 1937.

The above models were sulphur dioxide charged and the cost of rebuilding, by comparison with other models, is high. With the above exceptions, there are many specialists who do excellent repair work on these units.

Because of the appeal of Crosley in this area, we classify these machines in the \$20.00 to \$30.00 bracket even with defective units.

Frigidaire

I do not know of any Frigidaire sealed unit which I can honestly say can be repaired, if the trouble is internal, by anyone other than Frigidaire authorized service. In areas where there is no source for quick exchange of units or where there is no local service, this can be a problem.

The general value of the older Frigidaires is good with the following exceptions:

Standard 43 and 63, 1933.

Standard 4-34, 5-34, and 6-34, 1934.

Standard 3-35, 4-35, 5-35, and 6-35, 1935.

In our experience, these units cannot be efficiently repaired and the cabinet resale value does not warrant the expense of a unit replacement. Almost any other Frigidaire model may be repaired or replaced through the regular authorized service and the machines may be sold with an absolute minimum of trouble through the guarantee period.

The Fine '49 ESCO Line

"BUILT LIKE A BATTLESHIP"

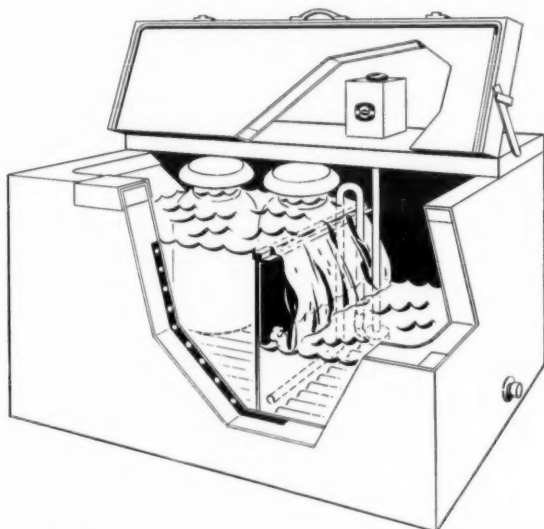
ESCO Products have enjoyed the reputation of sturdy "BattleShip" construction for more than 20 years. This built-in quality makes the ESCO Line easier to sell.

MILK COOLER LINES

The amazing Model "AD" ESCO "NI-AG-RA" Line with its smooth "Icy-Wall" interior and exclusive patented Automatic "Neck-High" Water Leveler... the finest Milk Cooler made.

The exclusive Model "VD" ESCO "Icy-Wall" Line with its perfectly smooth "Icy-Wall" liner and controlled ice bank... no competition in this line.

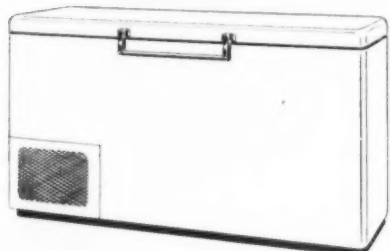
The standard Model "V" ESCO Line meets any competition—noted for its durable "BattleShip" construction.



FARM AND HOME FREEZER LINES

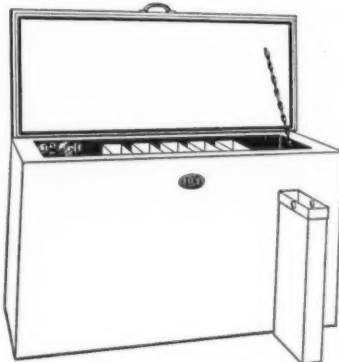
Models from 10 to 40 cubic feet. A size for every prospect. Smart styling... Rugged construction... Tops in efficiency... Built-in-Signal and Fast Freeze Fan—PLUS

5 Year Food Warranty
5 Year Protection Plan



ESCO ICE MAKERS

The ESCO Ice Maker Line (75 to 2000 lbs. daily) provides capacities to meet the needs of hotels, hospitals, country clubs, and restaurants of all sizes.

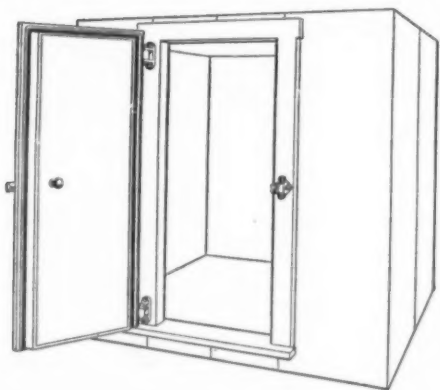


5-YEAR PROTECTION PLAN

All ESCO Equipment packaged complete with Sealed Units carries a 5-year Protection Plan.

ESCO SECTIONAL COLD ROOMS

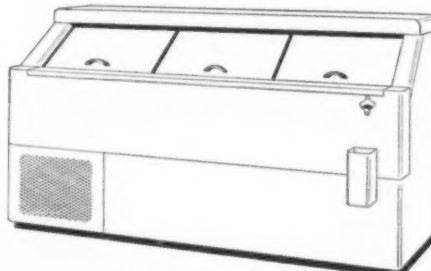
Three standard Models (or to order for special sizes) provide the answer for the growing demand for easy-to-install, walk-in, cold storage facilities. Standard panel sections permit later expansion and provide flexibility.



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and Distributors
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detailed information and
specifications on the
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ESCO LINES

ESCO DELUXE BEVERAGE COOLERS

ESCO Beverage Coolers provide dry storage with efficient controlled forced air cooling. Real business-builders for clubs, cafes, restaurants... Convenient slide-away lids, bar height top.



ESCO CABINET COMPANY • West Chester, Penna.

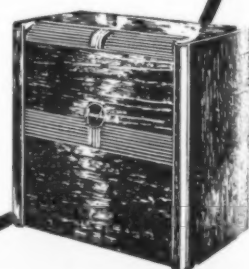
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That properly describes the Remington Aristocrat (Model 12W), the finest, most beautiful, most powerful Room Air Conditioner in the entire Remington line. Delivers 15,000 btu/hr. Think of all the jobs that would handle... and no competition to worry about because only Remington has such cooling power!

The Aristocrat is one of six models from 1/2 to 1 1/4 hp. that make Remington the most complete and most salable line of Room Air Conditioners on the market.

Sold direct to installing distributors,
giving you the top profit. Send now
for Booklet G-2.

REMINGTON
Air Conditioning Division
CORTLAND, NEW YORK



Operating In South



T. P. STONE M. J. COOK

Wolverine Tube Appoints
2 New Representatives

DETROIT—T. P. Stone and M. J. Cook have joined the Wolverine Tube Div. of the Calumet and Hecla Consolidated Copper Co. as salesmen, the company has announced.

They will call on company accounts in the states of Florida, Alabama, Georgia, Mississippi, Tennessee, North and South Carolina, the company added.

Stone, formerly a sales representative for the Linde Air Products Co., will temporarily headquarter in Atlantic Beach, Fla.

Cook was recently affiliated with Orgill Brothers of Memphis, Tennessee. For the next few months he will travel out of Jackson, Miss., after which he will headquarter in Atlanta.

Gordon Is Westinghouse
Asst. Service Manager

MANSFIELD, Ohio—Appointment of Robert H. Gordon as assistant manager of the service department of Westinghouse Electric Appliance Div. has been announced by L. K. Baxter, department manager.

Gordon has been with the company's service department since 1930 and succeeds J. J. Anderson, who was recently named merchandise manager of household refrigeration for the division.

A native of Norristown, Pa., Gordon has served with Westinghouse as field service supervisor in New York City, Chicago, San Francisco, and in Philadelphia, where he was service supervisor for the Middle Atlantic sales office of the division prior to his appointment as assistant manager.

Southern Mill Pays \$350,000
For Air Conditioning System

LANETTE, Ala.—Carrier air conditioning equipment is being installed in the Lanette Mill weave plant here at a cost of \$350,000. Mill officials said the equipment is designed to keep a constant year-round temperature of 80°.

Folder Explains Meter
Plan of Commercial Sales

CHICAGO—International Register Co., here, manufacturer of "Meter-Matic" coin meters, announces availability of a new folder entitled "The Meter Plan For Selling Commercial Refrigeration."

The folder is designed to help those dealers who want to use the meter plan, but are not familiar with it. The four-page folder covers every phase of meter plan selling, including: markets, advantages of the plan, how to coordinate the meter plan with a sales program, training of salesmen, credit procedure and other aspects.

A special section is devoted to the technique of handling meter collections.

Another feature is the complete meter story told through a series of simplified cartoons.

A free copy of the folder may be obtained by writing to International Register Co., 2626 W. Washington Blvd., Chicago.

General Refrigerators
Adds 4-6 Ft. Cases

NEW YORK CITY—General Refrigerators Corp. at 678 Broadway here has announced a new self-contained refrigerated showcase available in 4, 5, and 6-ft. lengths.

The housing is suitable for additional display space, scales, or cash register, it added. Thermopane glass is used on the front of the unit.

McMenimen, Burnside, Gans Are
Elected New UsAirco Directors

WILMINGTON, Dela.—The United States Air Conditioning Corp. elected three new directors to its board at the stockholders annual meeting here recently.

The new directors are Albert C. McMenimen, vice president and director of the Boston Edison Co.; Col. Mortimer B. Burnside, who has engaged in industrial financing since his return from military service; and Hiram S. Gans, New York City attorney.

Wallpaper Store Makes
Novel Installation

Comfortable conditions aid even the sale of wallpaper, the Barnett Paint Store (Crowley, La.), has found. Here B. A. Barnett examines a 1/2-hp. Frigidaire window-type air conditioner. Because the store had no window accessible, an opening was cut in the wall.

Nord's Will Service 2 Fields

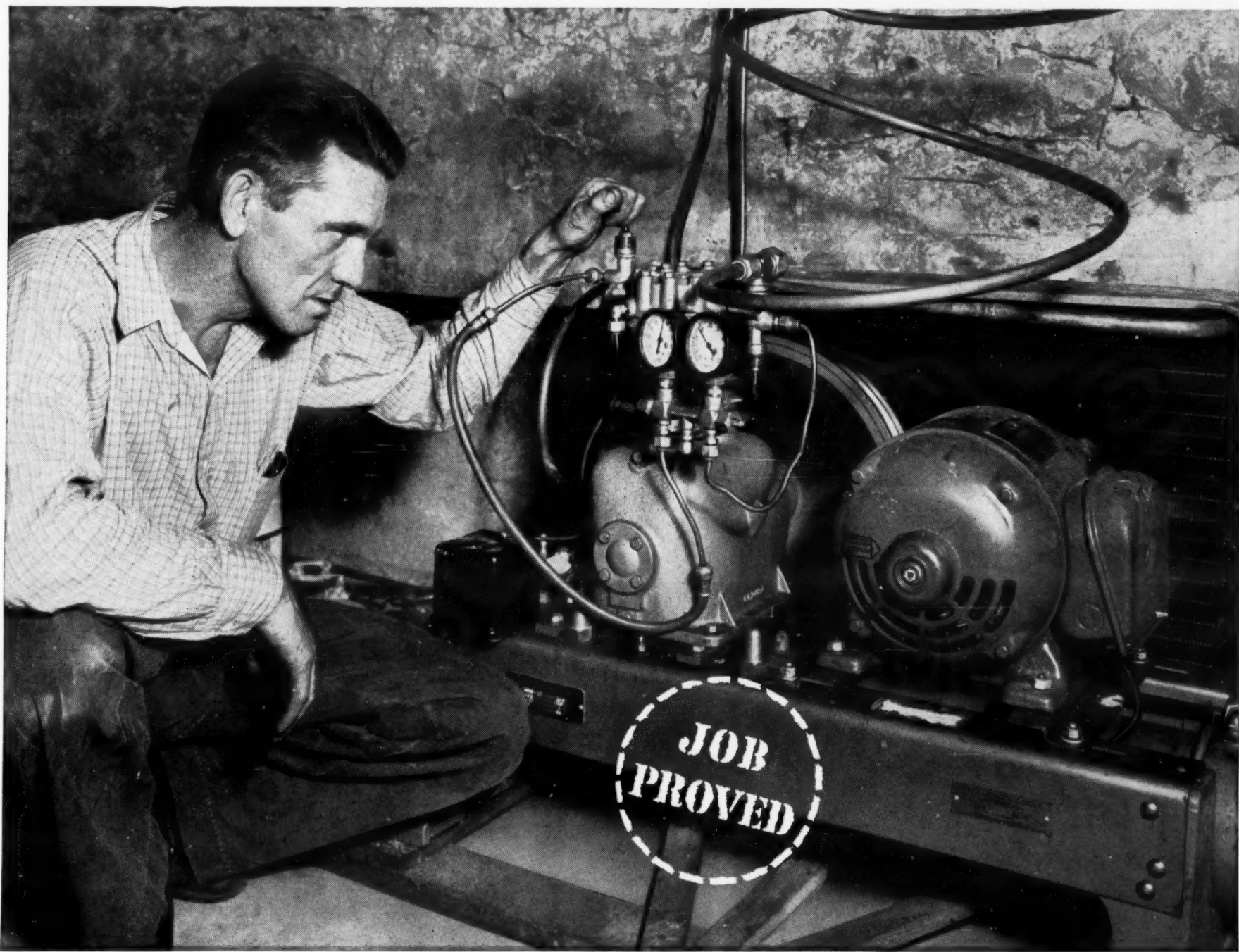
LITTLE ROCK, Ark.—Nord's Refrigeration Service has opened at 1211 W. Markham St., featuring commercial and domestic service. Robert Nord is head of the new firm.

Turnbull Gets Post with
Eastern Chapter of ASRE

UTICA, N. Y.—William Turnbull of the New York State Gas & Electric Co., Binghamton, was elected section chairman of the Central New York Chapter of the American Society of Refrigerating Engineers at a recent dinner meeting in the Hotel Utica.

Turnbull succeeds Henry Strong of the Carrier Corp., Syracuse. Others elected included Alfred D. Sullivan, Utica, second vice president, and R. A. Baker, Syracuse, secretary-treasurer.

Prior to the dinner meeting, 72 members who attended took a tour of the Brunner plant.



EASING A FREEZING PROBLEM

Suniso Oil Keeps a Compressor in 100% Troublefree Service
After Competitive Refrigeration Oil Fails in a Few Days

An ice cream parlor opened for business with a brand-new refrigerating unit. The machine was located in a poorly ventilated basement, where summer temperatures run in the high 90's. In a few days it heated up; next it ran spasmodically; then, in less than two weeks, it quit running altogether—right at the start of the busy season.

The compressor was taken down and found to be heavily gummed with sludge and carbon on walls and valves.

The oil had proved unequal to the job. The unit was cleaned with the aid of kerosene and chemicals. It was then charged with a "Job Proved" Suniso Refrigeration Oil. No trouble of any kind has been encountered since. None due to the lubricant need be expected—judging from the record of Suniso in the service of others.

From ice cream parlor to office building, the demand for Suniso is outstanding in the world of refrigeration and air-conditioning—Suniso Oils

are the predominant choice of equipment manufacturers in this field.

Suniso Oils come in several grades, each with extremely low pour-point and low wax-separation point. They have exceptional dielectric strength and high resistance to chemical change when mixed with Freon or any other modern refrigerant. For your copy of the 52-page illustrated bulletin "Lubrication of Refrigeration and Air-Conditioning Equipment," write Department RN-5.

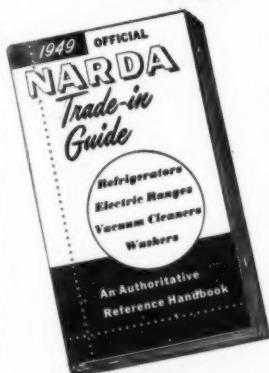
SUN OIL COMPANY • Philadelphia 3, Pa.

In Canada: Sun Oil Company, Ltd.
Toronto and Montreal

SUN PETROLEUM PRODUCTS
"JOB PROVED" IN EVERY INDUSTRY



A money maker for you in
1949



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Official NARDA Trade-in Guide
Four Guides in One

Covers refrigerators, electric ranges, vacuum cleaners and washers. Trade-ins will be a big factor in your 1949 business. With the official NARDA Trade-in Guide you can meet trade-in problems with confidence and profit. Order now, get your copy at once.

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They'll Do It Every Time By Jimmy Hatlo



Do You Have 'One Foot In the Door'?

Going Places!

NIBCO adapters — wrot from tubes — are setting the pace in the industry because they help speed the job and insure quality copper tube installations. By an exclusive process NIBCO adapters are formed from straight sections of 85% Red Brass pipe — not machined from bar stock. They provide exceptional corrosion resistance; strength; tough, perfectly formed threads; husky wrench hexes. Minimum time is required to make the solder joint because little heat reaches the threaded section. Low in cost, high in quality NIBCO 85% Red Brass Wrot adapters are perfect team mates for NIBCO Wrot Copper fittings. **Write now for Catalog F** containing complete information for specifying and ordering the newest and best fittings and valves for copper tube installations. You'll profit by standardizing on NIBCO fittings.



Range of 1/4" to 2" in straight sizes and many reducing sizes are available.

- | | |
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| 1 Made from tube | 7 Thickness of cup approximately equal to that of the tube, making soldering quicker, more foolproof |
| 2 Entire fitting wrot or forged | 8 Cup extended away from threads. Comparatively little heat transferred into threaded section |
| 3 85% Red Brass pipe | 9 Low initial cost |
| 4 Perfectly formed threads | 10 Range of sizes — 1/4" to 2" |
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| 6 Manufactured to A.S.A. standards throughout | |

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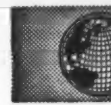
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AIR CONDITIONING AND REFRIGERATION NEWS
F. M. COCKRELL, Founder

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If I Were a Dealer In Air Conditioning

(Continued from Page 1)

Direct-by-mail solicitation and advertising would be the spearhead of my sales attack. I would secure all possible materials and folders from my manufacturer—and would ask in advance for a quantity of reprints of each of his seasonal magazine advertisements. These I would make myself into effective direct-mail pieces by enclosing them with a personalized letter to prospects over my own signature.

I would pick out about a dozen popular public and semi-public places in my community—such as a barber shop; a leading physician; a leading dentist; an optometrist; a ladies ready-to-wear shop; a haberdashery, etc. I would direct a concentrated sales campaign at those businesses in order to popularize and make my community conscious of my air conditioners. To one of each of these businesses, I would offer a deal so good—sold and installed at my absolute cost, if necessary—that they simply could not turn down my proposal. I would be perfectly frank about my reasons for making them such a good deal, i.e. my need for sample and demonstrator installations. In return I would expect the privilege of a neat but highly visible sign in their window and in one or two strategic spots inside the establishment. These window signs would read—"It's comfortably cool inside because we have XYZ Air Conditioning. Installed by Jones & Co., Dealer in Good Weather."

I would coin a trite descriptive phrase for my firm and would use it in my logotype—such as "Jones & Co.—Weather Merchants."

I would freely offer trial installations to any prospect and would actively seek business for room-type units on a free trial installation basis. Air Conditioning in home or office is still very new to most people, but my free trial campaign would be planned to coincide with the time when the first really sticky or hot weather could be expected in my area. Such hot spells come at surprisingly regular times each year.

As a weather merchant I would give some study to the pattern of weather conditions in my area and be prepared to make almanac-type guesses. This I would do for the sake of my sales effort as well as for the proper conduct of other phases of my business—such as when and what to stock and how many.

I would learn and be able to present to merchants, accurate and interesting data on how air conditioning can really help their business.

To the furrier I would point out that a summer fur sale in a sticky, hot salesroom lacks an important psychological element that an air conditioned salon will supply in ample measure.

To the ladies dress shop I would point out that the sales doldrums of June, July, and August can be transformed into a profit season by making the customer's visit a pleasant interlude because of welcome respite from the heat. Add, too, the savings from fewer mark-downs for shopworn garments that were formerly ruined because of perspiration stains from hands and body.

To the barber shop I would present data on customers' lessened resistance to waiting; on customers' more frequent trips to the barber in summer when the shop is cool and pleasant. I would stress the phenomena of faster, more accurate barbering when the customer's skin and hair is dry instead of damp, sticky, and clinging.

To the busy physician I would stress the lessened nervous strain from working in quiet coolness; the patients' lessened impatience in waiting their turn and the therapeutic value of filtered, clean air.

To the druggist I would show that much of his business results from impulse sales and that most customers who formerly hurried in and out again with a single purchase, would tend to linger longer in a pleasantly cool atmosphere.

These businesses and many more I would study in order to learn and be able to intelligently discuss air conditioning from an investment angle to business prospects.

I would conduct a rental service on self-contained air conditioners.

(Concluded on Page 15)

If I Were a Dealer In Air Conditioning

(Concluded from Page 14)

As rental, I would require immediate payment of installation cost plus a season rental paid monthly for six months, that would return my cost over two seasons. My real reason for renting such units would be for the purpose of ultimately making a sale. My first sales approach to rental users would be in late summer when the weather is usually most trying and, of course, I would apply all previously paid rentals as a down payment on the purchase price. No matter with whom I was dealing, I would offer a divided payment plan that would come as near as possible matching monthly purchase payments with monthly rental payments. Of course, monthly payments would be on a year-round basis until paid for and therefore, could approach or be in the neighborhood of the amount of rental payments. Whether the customer was inclined or not to consider a monthly payment plan, my presentation of the proposition on that basis would point up the real bargain aspect of outright purchase versus rental payments from which no ultimate ownership would result.

As a "Weather Merchant" I would realize that the largest and most profitable ultimate market for good weather is the American home. Within that home the one room that has a steady every-day long-time occupancy is the bedroom. Concentrated major effort toward the sale of self-contained air conditioner units for bedroom use will result in a majority of all sales being made to that market.

The engineering that must be done for the application of a room air conditioner to a bedroom is less than for any other type of sale. In truth, there is really no engineering to do. It is the one application where every factor is favorable. The population remains constant in every case—for 999 of every 1,000 bedrooms is occupied by two people—no more. The bedroom is occupied at night only when the sun's heat is done and when temperatures will be lowest. Exposure of the room and awnings or lack of them, need not be considered. Even size is fairly well standardized for most bedrooms, the average being about 200 sq. ft. of floor space.

Therefore, my eyes would constantly be on that vast bedroom market. My every sales move would be directed toward a good impression on that market.

If I were a dealer I would realize that the sale of a room air conditioner for installation in one bedroom of a home will almost invariably result in the sale of further bedroom units to that home. After all, it can be made to appear pretty selfish for father (in whose room the first unit will invariably be installed) to enjoy cool, comfortable sleep while other members of the family swelter.

Because the favorite negative reasoning of temperate zone prospects for home air conditioning rests upon "probably will be a cool summer" or "hot spells don't last long" or "there're so many months you do not need it," I would stress the perfect ventilating facility of my product in all seasons.

I would stress how perfectly a bedroom can be ventilated in winter with a room-type air conditioner. It would be easy for me to demonstrate that such ventilation eliminates all drafts, prevents beating in of snow or rain, filters air as it is drawn in from outside, and allows accurate control to the exact amount of outside air desired.

My company would offer a filter changing service every three months of the year. This service would be offered for a very reasonable charge—say \$3.00 for each three months and this would include the price of the filter also. My logic in offering this service at such a nominal cost would rest upon the advantage of frequent contact with my users from which additional sales of my product would surely result.

I would endeavor to learn the names and compile a list of Hay Fever victims in my area. Most local physicians when properly approached would hardly fail to recognize the humane angle of my sales approach to such of their patients as were sufferers. To such afflicted people I would make constant mailings striving to interest them in air conditioning for both home and office.

Hotels and Inns I would recognize as "natural" prospects and would work out propositions for them based on installation of room-type units in multiples of 3-6-12-25, etc. To such people I would offer air conditioning as a business proposition that would return its own cost in premium room rates and in less cleaning of draperies, curtains, and furniture.

Lastly, I would conduct my air conditioning sales efforts on a year-round basis, in order to have my sales machine in high gear when the hot weather buying urge began to be manifest. My business would then have instant identification in prospects' minds due to my off-season efforts.

And when the first hot day of spring or summer arrived, I would realize that just as umbrellas and raincoats magically appear in store windows when it begins to rain, so must my air conditioning be made apparent and put at once before my prospects. The hot day or days would be held inviolate from all other duties or chores and given over entirely to the most complete quick canvass possible of my entire prospect list. For I must remember that if the job is put off until tomorrow—that day may dawn crisp and cool again with a resultant unfortunate dampening of my prospect's urge to buy.

Shakespeare says, "There is a tide in the affairs of men when taken at its flood, leads on to victory."

That tide in the sales affairs of an air conditioning dealer is at its flood in the first hot days of spring or summer.

Texas Contractor Keeps Engineer on Each Job

WICHITA FALLS, Tex.—The Paul Scheurer Engineering Co., Carrier distributor here, recently celebrated its 16th anniversary by moving into a new building at Eighth and Broad Sts. here.

Scheurer, who operates the business in partnership with his father, W. E. Scheurer, stated that his 16 years experience in the design and sales of air handling and conditioning equipment has impressed upon him the absolute necessity of having personal supervision as well as trained engineers and mechanics on every air conditioning and heating installation.

The firm claims to have the largest air conditioning installations as well as the greatest number of air conditioning jobs in the northwest Texas area. They range in size from five-room homes and small stores to complete office buildings. A number of cold storage locker plants have also been built by the firm.

Buffalo Forge Book Supplies Data on Fans, Air Control

BUFFALO—An enlarged, fifth edition of *Fan Engineering* is now being made available to the trade by the Buffalo Forge Co. here.

The 808-page book contains information on fans, air flow, sound laws, air properties, air conditioning, humidity, heat, heat transmissions, drying, cooling, and other subjects concerning air and its properties. The price is \$6 per copy.

Some Say

"It's a Great Life"

How About You?



FREON OIL SEPARATORS

Double filter for double efficiency. Maximum separation of oil from refrigerant vapor. Six models meet all requirements for installations from 1/4 HP up to 10 HP. All installations can be serviced at moderate cost. Underwriters laboratories approval seal on each model.

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3 ways to win

THE
COMPETITIVE DOG FIGHT
IN EVAPORATIVE COOLING

by L. P. HANSON, M. E.
VICE PRESIDENT, USAIRCO

I



DE-HU-MATIC

II



EVAPORATIVE
KOOLER-AIRE

III



KOLD-AIRE

The old "Rock 'em and Sock 'em" days are here again for the selling of evaporative cooling... tough, competitive selling with everyone talking price.

But still the smart sellers will get the choice business and make substantial net profits... because their selling strategy will be sound.

Great National has developed a line of evaporative coolers to fit the selling strategy of smart sellers. We know that you first have to meet your competition on the level it chooses to sell... and 99 to 1 that's the price level.

So... you meet him with Kold-Aire, the economy unit that's mass-produced and, competitively priced. With Kold-Aire you can eliminate competition because you have more to offer at a lower price.

With low-price competition out of the way, you can lift the sale to your level... wheel your big guns into play...

De-Hu-Matic and Evaporative Kooler-Aire with Gyro-Spray.

There's no competition with De-Hu-Matic. Nothing even remotely approaches this sensational development of "zoned-evaporation". Only Great National makes it... only you alone can sell it. Write today for details on De-Hu-Matic, the greatest forward step in washed air cooling.

Your third unit is Evaporative Kooler-Aire with Gyro-Spray, far superior to anything in the industry... the real magic worker in the comfort cooling field.

At every selling level, and in every price class, you'll be able to offer more... and deliver more. Here are 3 ways to make more money. Airmail the coupon for details.

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EXPORT DEPARTMENT—Box 218, Ridgefield, New Jersey

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

| | |
|---|------|
| Dist. sales mgr., div. sales mgr., gen. sales mgr. | 13.8 |
| Sales manager | 25.9 |
| General agent | 2.1 |
| Dir. sales, sales consult., dir. of publicity, etc. | 5.4 |
| Miscellaneous | 6.2 |

| | |
|-------------------|------|
| His Age | % |
| Between 35 and 55 | 72.0 |
| Between 40 and 50 | 50.0 |
| Between 40 and 45 | 25.5 |

| | |
|--------------------|------|
| He Entered Selling | % |
| 1910 or before | 2.7 |
| 1911-15 | 5.4 |
| 1916-20 | 10.8 |
| 1921-25 | 18.4 |
| 1926-30 | 27.1 |
| 1931-35 | 15.5 |
| 1936-40 | 14.0 |
| 1941-45 | 4.9 |
| 1946-48 | 1.2 |

| | |
|-------------------------|------|
| His Experience In Sales | % |
| 1 to 5 years | 12.1 |
| 6 to 10 years | 16.3 |
| 11 to 15 years | 16.1 |
| 16 to 20 years | 20.5 |
| 21 to 25 years | 16.3 |
| 26 to 30 years | 11.0 |
| 31 years and over | 7.7 |

| | |
|-----------------------------------|------|
| Company's Method of Distribution* | % |
| Direct to users | 67.9 |
| Through wholesalers | 37.2 |

| | |
|---------------------|------|
| Direct to retailers | 40.9 |
| Other | 14.9 |

*Total is more than 100% as some companies report on different products each distributes.

| | |
|------------------------|------|
| Scope of Distribution* | % |
| National | 69.7 |
| Regional | 27.9 |
| Local | 17.0 |

| | |
|---------------------------------|------|
| Years In College (75% Attended) | % |
| One year | 6.6 |
| Two years | 17.8 |
| Three years | 11.6 |
| Four years | 51.5 |
| Five years | 6.7 |
| Six years | 3.6 |
| Seven years | 1.7 |
| Eight years | 0.5 |

| | |
|--|------|
| Studies Most Helpful* | % |
| Psychology | 34.2 |
| Salesmanship, sales management | 35.1 |
| Public speaking | 32.6 |
| Marketing, research, statistics | 26.0 |
| Business correspondence, English, etc. | 16.4 |
| Finance, accounting, etc. | 12.7 |
| Advertising | 12.7 |
| Economics | 8.3 |
| Personnel management | 9.5 |
| Business law | 9.0 |
| Miscellaneous | 18.2 |

*Courses would now take if planning education today.

| | |
|------------------------------|------|
| How Sales Field Was Entered | % |
| Definitely planned | 27.1 |
| Started in some other branch | 47.1 |
| Just happened | 25.8 |

| | |
|--|------|
| Most Helpful Factors After Entering Business | % |
| Sales training, meetings | 25.6 |
| Experience | 22.3 |
| Field training, supervision, etc. | 21.7 |
| Company courses | 20.0 |
| None | 9.3 |
| Miscellaneous | 4.3 |

| | |
|--------------------------------------|------|
| College Helped Him In Selling Career | % |
| A lot | 62.6 |
| Some | 34.5 |
| None | 2.9 |

| | |
|-------------------|------|
| Yearly Earnings | % |
| \$ 3,000 to 4,499 | 0.7 |
| 4,500 to 5,999 | 4.7 |
| 6,000 to 7,999 | 9.1 |
| 8,000 to 9,999 | 13.1 |
| 10,000 to 11,999 | 14.3 |
| 12,000 to 14,999 | 15.3 |
| 15,000 to 17,999 | 12.9 |
| 18,000 to 19,999 | 6.7 |
| 20,000 to 24,999 | 7.7 |
| 25,000 to 29,999 | 4.4 |
| 30,000 to 34,999 | 3.3 |
| 35,000 and over | 7.8 |

Happy Days Are Here Again

In these jittery times, laughs are precious. So we take delight in quoting this anonymous correspondence between an Insurance Agency and a benifitee. This repartee has appeared in several industry "house organs." And here it is:

"Gentlemen:

"I carry a policy in your company guaranteeing me \$25 a week while incapacitated because of an accident. Well, last Sunday morning I stopped at a new building I am erecting. Climbing the stairs, or rather the ladders where the stairs will be, I found on the top floor a pile of bricks which didn't belong there.

"I decided to remove these bricks. In the elevator shaft was a rope and pulley and on the end of the rope was a barrel. So I pulled the barrel up to the top, fastened the rope firmly at the bottom of the shaft, and then climbed up again and filled the barrel with bricks. Down I climbed again, for five stories mind you, and untied the rope to let the barrel down. But the barrel—I had overlooked this—was heavier than I was and so, before I had time to study the situation, I was going up the shaft with my speed increasing every moment.

"I thought of letting go but before I could decide, I was so high that it seemed more dangerous to let go than to hold on. So I held on. Half way up the elevator shaft I met the barrel coming down, and I got the worst of it. I went on toward the roof but a lot of my skin returned to earth with the barrel.

"Then I struck the roof at the same time the barrel struck the cellar. The shock knocked the breath

out of me. It also knocked the bottom out of the barrel. Then, because I was heavier than the empty barrel, I started down again while the barrel started up. We met once more in the middle and again the barrel, even though carrying no bricks, had the better of it. When we untangled, I plunged on downward, the barrel upward, and then at the bottom, I relieved the barrel at the top, and it fell five stories and landed squarely on me.

"Now here is where the heartlessness of your company comes in. In two minutes I sustained five accidents. Once on my way up, when I met the barrel full of bricks, the second when I struck the roof, the third when I descended and met the empty barrel, the fourth when I struck the bottom, and the fifth when the barrel struck me.

"But your agent here says it was only one accident, not five, and instead of receiving payment at the rate of five times \$25, I am entitled to only \$25 a week. I therefore enclose the policy and ask you to cancel same, as I certainly don't intend to be skinned again.

Yours sincerely,
TOM GLEN

"Dear Mr. Glen:

"Your interesting communication relative to the soullessness of corporations received. The policy was not enclosed so presume you have reconsidered. Your case is unusual but not unique. We are, in fact, now being sued by a policy-holder of color who recently was injured by charges of birdshot as he was leaving a poultry house where he had called on a matter of business after business hours. He claims full indemnity for each separate penetration, insisting each was a separate accident, and as they are still digging out shot, our full liability, if the insured wins his point, will probably leave no funds to take care of you. This puts us in a state of extreme dejection. Hope you are the same."

Yours for service,
THE NEVER-SLEEP INSURANCE AGENCY

Seven Timely Questions

Industrial evolution is going on all the time. Competition provides its power. New small businesses, growing larger corporations, super-control automatic machinery, new processes, recharged selling efforts, and new products affect everyone. Business progress provides better living conditions, better health, and more enjoyment of life to each and every one of us.

The merciless progress of industrial and business evolution crushes those who stand in its way, however. Its inescapable rowdiness is an impartial force that ruins nations as easily as it bankrupts individuals or industries which ignore its onward march. This social phenomenon can be, at the same time, both an ally and a deadly enemy to any business enterprise.

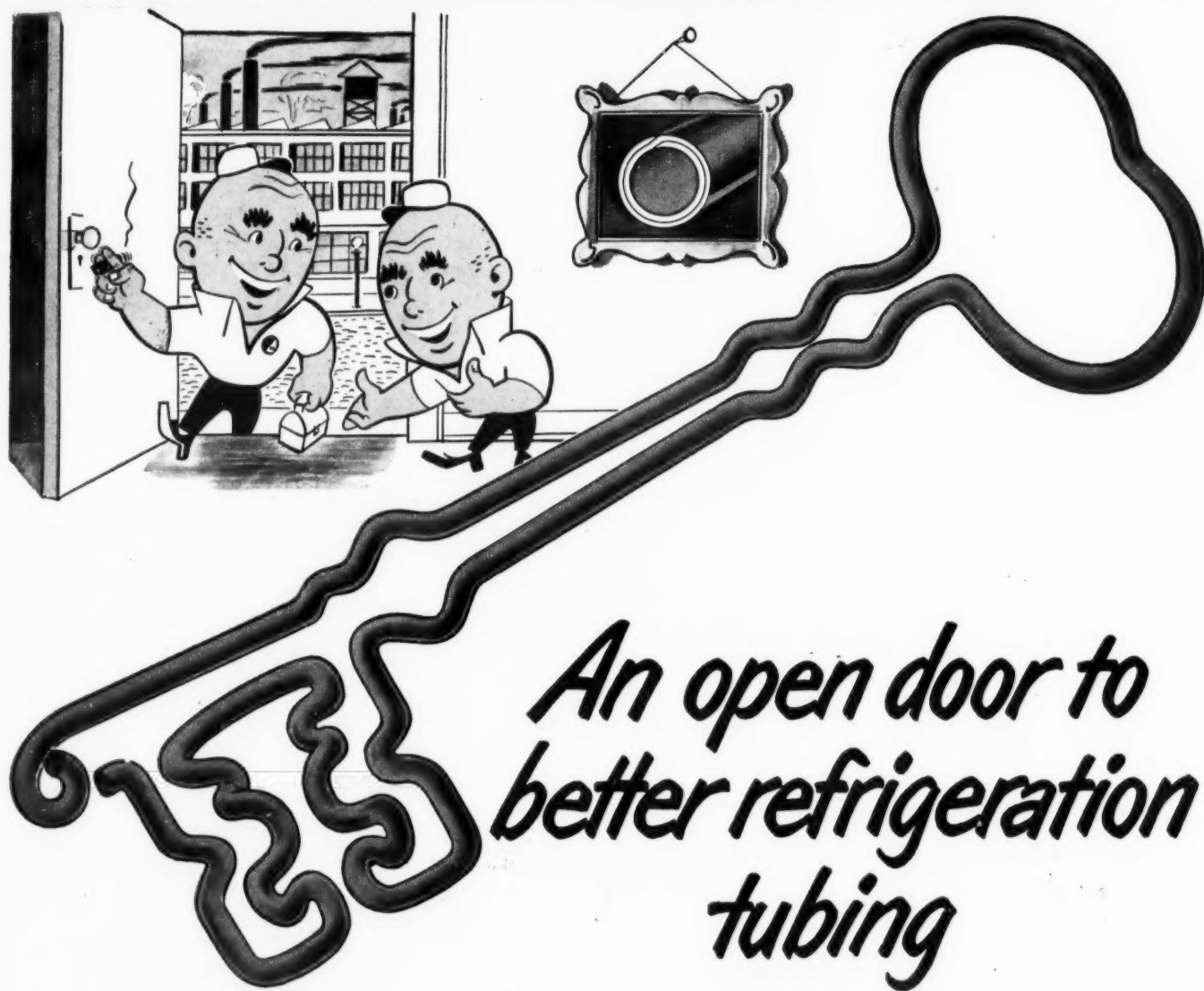
The seven following questions may serve as a checkup on your present position in relation to the overwhelming force of business and industrial evolution:

- "1. What new type of product could possibly displace mine?"
- "2. Can my product be made more economically by someone else?"
- "3. How would a merger of all my competitors affect me?"
- "4. Have I a new product ready to produce in case something happens to my present product?"
- "5. Could some new service eliminate the need for my product?"
- "6. Am I sitting on my hands—and bottom?"
- "7. Do I need new information to dampen the heat on my seat?"

Intelligence Flows from Reading

Friends, please continue reading AIR CONDITIONING & REFRIGERATION NEWS carefully.

"He who complains that he has no time to read," a well-known G-M official observes, "is one who does not fundamentally care for making contact with the minds of others. We always find time to eat and sleep and to do other things that we consider necessary to the upkeep of our physical life. When we have realized that mental food is equally necessary to the maintenance of our intellectual life, we ought to take as much time as is necessary for reading also."



In ever-increasing numbers, refrigeration manufacturers are finding Bundyweld* Steel Tubing an open door to better refrigeration at lower cost.

For Bundyweld is a unique tubing. Made by a patented process, it is double-walled from a single strip, and copper-coated throughout all points of wall contact. It's extra-strong yet thinner-walled . . . and thinner walls mean faster-cooling!

Lightweight, easily handled, Bundyweld is extremely ductile, and can be bent to short radius turns without fear of its buckling. It's easy to fabricate . . . helps to

cut production time, lower production costs . . . and it lasts the life of the refrigerator.

Why not check this low-cost tubing for your compressor lines, connecting tubes and condenser and evaporator coils? Contact your nearby Bundy representative among those listed below, or write direct to: Bundy Tubing Company, Detroit 14, Michigan.



WHY BUNDYWELD IS BETTER TUBING

1 Bundyweld Tubing, made by a patented process, is entirely different from any other tubing. It starts as a single strip of basic metal, coated with a bonding metal.

2 This strip is continuously rolled twice laterally into tubular form. Walls of uniform thickness and concentricity are assured by close-tolerance, cold-rolled strip.

3 Next, a heating process fuses bonding metal to basic metal. Cooled, the double walls have become a strong ductile tube, free from scale, held to close dimensions.

4 Bundyweld comes in standard sizes, up to 3/4" O.D. in steel (copper or tin coated), Monel or nickel. For tubing of other sizes or metals, call or write Bundy.

BUNDY TUBING DISTRIBUTORS AND REPRESENTATIVES

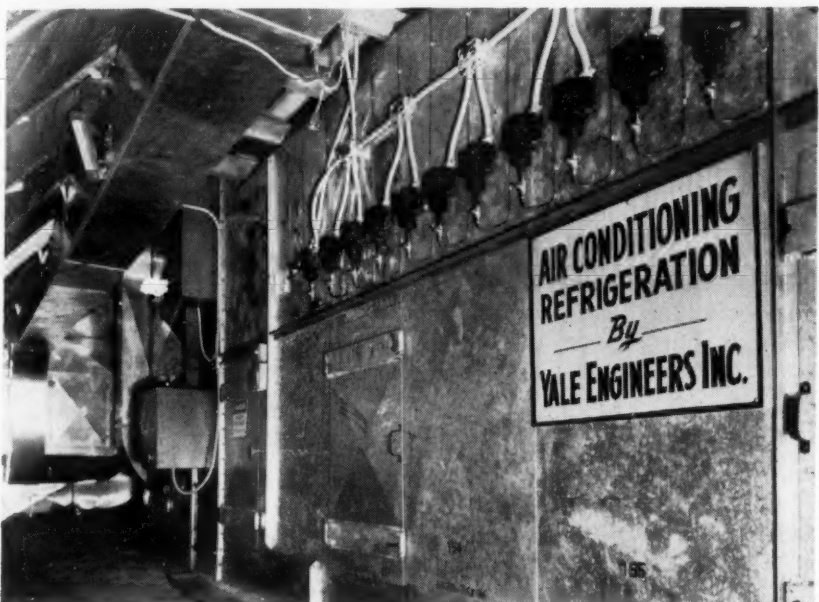
Cambridge 42, Mass.: Austin-Hastings Co., Inc., 226 Binney St. • Chattanooga 2, Tenn.: Peirson-Deakins Co., 823-824 Chattanooga Bank Bldg.
Chicago 32, Ill.: Lapham-Hickey Co., 3333 W. 47th Place • Elizabeth, New Jersey: A. B. Murray Co., Inc., Post Office Box 476 • Philadelphia 3, Penn.: Rutan & Co., 404 Architects Bldg. • San Francisco 10, Calif.: Pacific Metals Co., Ltd., 3100 19th St. • Seattle 4, Wash.: Eagle Metals Co., 3628 E. Marginal Way • Toronto 5, Ontario, Canada: Alloy Metal Sales, Ltd., 881 Bay St.

BUNDYWELD NICKEL AND MONEL TUBING IS SOLD BY INTERNATIONAL NICKEL COMPANY DISTRIBUTORS IN PRINCIPAL CITIES.

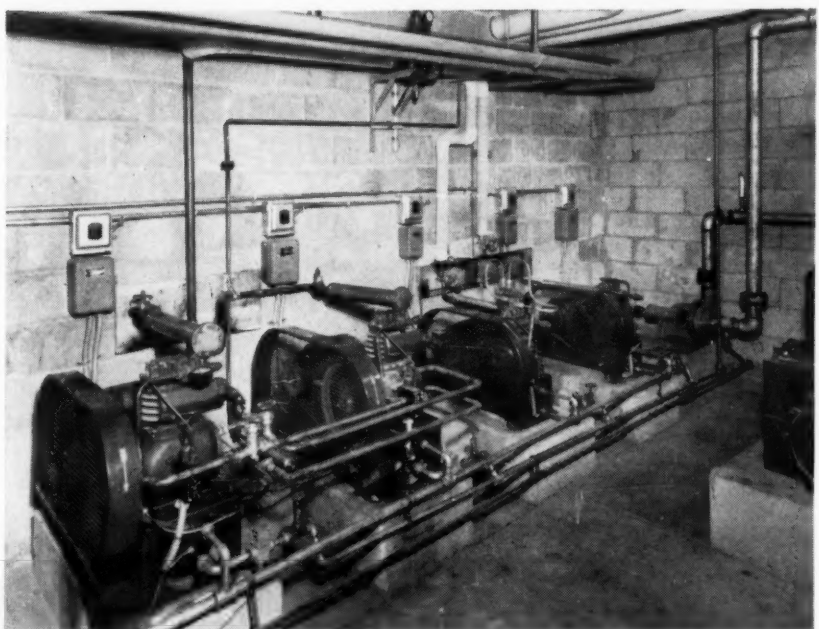
Air Intakes, Outlets for Cafe System Shaped To Harmonize with Pattern of Room Design



EVERYTHING BLENDS: At Charlie's Cafe Exceptionale, this is known as the "Nordic Room," one of the six smaller dining areas on the second floor. Note angular shape of air intakes and diffusers on ceiling. These match shape of room. In oval rooms they are round.



ZONE CONTROL: Each of 11 areas in the building is zone controlled. This photo shows Minneapolis-Honeywell regulators positioned along attic wall where they keep a constant check on conditions in various dining areas. At left is 55-ton Electromatic air filter unit.



STEP-CONTROL: Condensing units for the installation are located in the basement. They are controlled in such a way that system can operate on either 25%, 50%, 75%, or 100% of capacity.



COMMERCIAL EQUIPMENT: A large amount of commercial equipment was included in the Cafe Exceptionale job. Here in the meat cutting room a Bush ceiling jet unit maintains a 55° temperature.

MINNEAPOLIS—One of the largest installations of "Line-O-Flo" ceiling outlets in the country is a feature of the huge air conditioning and refrigeration layout in the new Charlie's Cafe Exceptionale.

Lower operating costs of the entire system in the \$250,000 restaurant of French Provincial design are said to offset increased equipment costs. Architecturally planned and fitted to do a specific job, the installation has combined Barber-Coleman outlets with Honeywell controls, and General Electric condensing units.

The entire interior of the restaurant, which has nine dining rooms, including a large main dining area and cocktail lounge, was designed by Sebco, Inc., to follow specific air conditioning requirements. The installation was designed by John Siegel of Yale Engineers, Inc., Minneapolis air conditioning firm, which handled the operation and now supervises maintenance and regulatory problems.

The whole building has been zoned so that each dining area is conditioned according to its particular requirements. There are 11 separate zones controlled by the Honeywell equipment to include an apartment built into the second floor of the restaurant, occupied by Charles Saunders, proprietor.

Controls In Attic Hold Temperature to Half-Degree

Each zone has its own heating coil, and is controlled by a modulating steam valve, which holds temperatures within one-half degree in the 55-ton Electromatic air filter unit, (Model E) of the American Filter Co., installed in the attic of the restaurant.

The huge unit measures 40 ft. long by 8 ft. high by 8 ft. wide. Some 18,000 c.f.m. is handled through the unit.

The unit features an automatic, self-cleaning filter in a fireproof mineral oil bath. A manual control switch is used for outside air volume entering the unit, but a safety control regulates a damper which will furnish a pre-determined temperature on the entering outside air if it drops below freezing.

Operation is based on pressure control, with each zone control regulating the series of by-pass dampers.

Location of Outlets Cuts Secondary Air Motion

Line-O-Flo outlets were hooked up to a central point, chosen to get away from the problem of streaking ceilings and expensive operations. They provided a large volume of air with much less secondary air motion or rising and lowering of the air velocity, according to Siegel.

Major problem was the ventilation condition required in each room, with a minimum of 30 c.f.m. of air per person needed. Actually, the units were capable of providing 36 c.f.m. and are now satisfactorily handling a total of 18,000 c.f.m. for the planned capacity of 500 persons (frequently, patrons total 700 to 800).

The job was designed for an average temperature of 75° and 50 to 55% relative humidity. Yale didn't want a high reconditioned air motion which would be too live.

A series of ceiling diffusers was installed with only 150-175-ft. velocity, normally 1,000-1,400, Siegel said. An air change occurs every 4½ minutes in the larger dining areas, of which there are three.

Code Guided Contractor On Inside Conditions

Guided by a city code which requires an 80° inside temperature when 95° conditions prevail outside, Siegel found the interior of Charlie's quite comfortable at 70° when a 90° temperature prevailed outside during the opening stages of the restaurant last August.

In some of the smaller rooms, notably the lobby, round ceiling diffusers were employed. In others, longer and in some cases square ducts were used, following the general pattern of the room's design.

In the cocktail lounge, beams were constructed to include the ventilating ducts. In angular rooms, outlets are of angular design. In oval rooms, they are round. Some of the ceiling units provide air supply while others

handle the regulation of return air. The main dining room, which seats 166 persons, has two complete lines of 2 and 4-ft. outlets, the former for air return and the latter for supply, located four in each bay between the ceiling beams.

The beam units in the cocktail lounge are spaced on 16-ft. centers providing an 8-ft. throw of air. The three outlets located in the ceiling beams are hardly noticeable to patrons, having been blended into the decorative motif exceptionally well.

An electric filter has eliminated the serious smoke problem. Dorex units are used to combat odors. Ceiling-type "Agit-Aire" grilles are used for the diffuser units.

Condensing units in the basement include two G-E CM-104 25-hp. units. These are controlled by a step-controller (Barber-Coleman). They operate from a suction pressure control and provide for either 25%-50%-75% and 100% of capacity.

Room Overloading Stopped

Controls are so arranged that if any overload is evidenced in any room at any one time, it can be taken care of without affecting other areas. This transfer of capacity has proved effective. The cooling coil with modulating control gets the capacity of the whole coil to one room and provides more variation from the designed condition with a faster regulation as well.

The Barber-Coleman units in the basement operate with a low voltage motorized program switch actuated by a thermostat immersed in a body of "Freon" carrying same suction temperature as that of the compressors. This balances suction pressures not affected by superheat. Designed

for 45° suction, the apparatus is getting 30° in operation.

A condensing water system with cooling tower on the roof has a capacity of 200 gallons per minute with the effect of four gallons per minute per ton of refrigeration. The atmospheric tower cuts pressures, with a resulting economy of operation of about 5% of costs.

In the basement of Charlie's, there are a number of individual refrigeration rooms, a bake shop, frozen meat and pastry cooler, and meat cutting room. A Bush ceiling jet unit has been installed, controlled separately for each room, by throttling control. Temperatures vary from 34 to 39°.

In addition to the air conditioning installation, Charlie's has a great quantity of refrigeration equipment, including walk-ins and reach-ins. The meat-cutting room has its own air conditioning and refrigeration unit maintaining a 55° temperature.

Refrigeration equipment includes one reach-in in the bake shop and butcher shop, one combination walk-in-reach-in in the kitchen as well as two salad reach-ins, a milk bottle cooler, two refrigerated salad counters, one service bar reach-in, and two bottle coolers, and fry-cook reach-in for meats.

An ice storage room in the basement is refrigerated as well as a 1½-hp. walk-in sharp freezer unit (CM 53R) which doubles as cooling unit for the meat cutting room and as emergency standby for freezers. The bar in the cocktail lounge has, in addition, two back-bar bottle coolers.

Two 3-hp. General Electric CM63R condensers operate the coolers and walk-ins from the power room in the basement. The entire installation exceeded \$50,000.



A Complete Unit for a Complete job

You're always sure you're getting the very best in efficient, economical packaged air conditioning when you specify Governair—the original patented design!

This complete unit is easy to install—requires only simple electrical, water and duct connections. Built-in Evaporative Condenser keeps water usage down to a minimum. Governair engineering assures correct co-ordination and balance of all functions. Generously proportioned heat transfer surfaces provide maximum performance and economy.

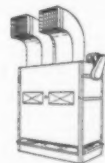
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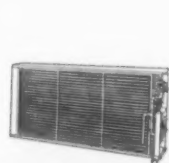
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BLAST COILS FOR HEATING & COOLING

ORIGINATORS OF COMPLETELY PACKAGED AIR CONDITIONERS

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*A glance back . . .
and a long look forward—*

At fifty, you suddenly feel different!

For fifty years seems like a long time—especially when it's *your* time. At fifty, you put immediate things aside. You take time to glance backward, to look forward, to plan . . .

When we look back, we remember people. We remember them and are awed at how many of them had a hand in making ours a sound business.

We remember Danes, Poles, Chinese, Bantus, and Belgians who bought our cargoes of lumber, rice, beer, and steel, fifty years ago.

We recall people we met when we entered the new field of mechanical refrigeration, in 1926. The manufacturers we represented whose superior craftsmanship and business integrity helped us add prestige to our name. Firms like Detroit Lubricator, Larkin Coils, and Copeland Refrigeration.

Then we remember our customers. We think how gratifying it is to supply materials to men

who are raising the health and living standards of the whole world. We become acutely conscious that it was through the support and encouragement of these men that we reached fifty . . . that we stay in business!

We wish we were able to do something for these valued friends, something more than simply be grateful. We wish we were able to support and encourage them in business, as they have us.

The past fades, we focus on the future.

And we realize there is a way we can repay our customers for their patronage and friendship!

Like any new idea, this one has some kinks and rough edges. We're working on them now. It will take a little longer.

But presently, all of our customers of recent years will receive a Fiftieth-Birthday present from us. We think you'll like it; we know it will help your business. If we should somehow miss you, please write to me, personally. Arnold Dessau, President M. A. D., Ridgefield, N. J.

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BROOKLYN

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1899 FIFTIETH ANNIVERSARY 1949

BALTIMORE

SYRACUSE

NEWARK

WASHINGTON

Refrigerated Truck Bodies Developed by Harvester

CHICAGO—The International Harvester Co. has announced the development of refrigerated Metro bodies on the standard International KB-3-M and KB-5-M truck chassis. The refrigerated bodies are being produced in 9½-ft. and 12-ft. sizes.

The new Metro refrigerated unit is primarily intended for the transportation of frozen foods and other products requiring refrigeration in the multi-stop delivery field.

The body, which is specially adapted standard Metro body, is fully insulated to maintain proper temperatures. In addition to an insulated refrigerator-type rear door, there is a similarly constructed door leading from the driver's compartment into the refrigerated compartment.

The refrigeration unit is a product of the International Harvester Co.'s refrigeration division. At the present time a limited number of pre-production units are being manufactured for installation in refrigerated Metro bodies, the company said.

Air Conditioning, Costly Field To Enter, Holds Special Problems for Servicemen

MONTREAL, Que., Can.—"How is the best way to get into the air conditioning field? For servicemen the best way is through service and installation of this equipment," declared C. G. Heilig, general manager of Air Coils Mfg. Co., Ltd., in addressing the tenth annual educational conference of the Interprovincial Association, Refrigeration Service Engineers Society here recently.

"The problems involved in selecting, installing, and servicing air conditioning equipment, however, are somewhat different from those of commercial refrigeration," he cautioned.

Not only does the serviceman have to contend with temperature in air conditioning, but he must pay more attention to humidity and air circulation, Heilig said.

"The big factor, though, is air circulation. You're dealing with the human element, and air circulation

has to be right. One unhappy customer really complicates things."

As for the serviceman's getting into the air conditioning business, Heilig suggests that he can "tie in nicely with the smaller air conditioning dealers handling smaller equipment."

"The larger jobs, of course, are handled by the large contractors who can afford a staff of trained and experienced engineers. This is an expensive business."

"But even the large contractors and manufacturers can't always handle the installation of small, local jobs in remote localities. For such installations the serviceman should tie in with the big contractors and manufacturers. Don't overcharge them for your services," he advised. "Rather, consider this as a means to get experience, not make a killing."

Noting some of the differences between servicing commercial and han-

dling air conditioning, Heilig first said that "on commercial jobs you expect to see frost on the coils and suction lines. On air conditioning jobs the temperature is above freezing, so don't expect to see frost."

"Many 'new' servicemen will adjust the expansion valve setting to get frost on air conditioning coils. Adjusting the expansion valve is the last thing that should be done."

"First look at the air filters. Dirt is a serious problem in air conditioning. If the filters are dirty and the air can't circulate, the system can't operate properly. Take the filters out temporarily and then check the air outlets to see if the normal amount of air is being delivered."

"If the air being supplied is still below normal, check the motors. They may be reversed, especially if they're three-phase motors."

"Check the fans also. Dirt on centrifugal fans, especially those with

curved blades, will cut air delivery considerably. The fan blades should be cleaned regularly, perhaps every two or three years."

"Check to see that the dampers are open, and also be sure to examine the fire dampers," Heilig suggested.

"Put your gauges on the machines to check the head pressure, which is generally almost the same as on most commercial refrigeration jobs. Suction pressures, which on an ordinary air conditioning system run around 40 lbs. in summer, may get up to 50 lbs. on an especially hot day. In spring the back pressure may be down around 25 or 30 lbs."

"If the back pressure is below 25 lbs., you can be sure the coil is not being loaded. In this case check the air supply across the coil, and then the refrigerant filters and driers. Clean out the strainer at the expansion valve. Examine the sight glass. Incidentally, I'd recommend installing a sight glass in the liquid line of every job."

"To check the coil operation shut off the fan. Then the coil should begin to collect frost, and it should frost fairly evenly. If it does, this indicates that the whole coil is operating."

Superheat of the coil should also be checked by placing thermometers at the coil inlet and outlet, with the temperature reading at the outlet being 5° to 10° higher than the inlet for best operation, Heilig said.

"If you have less than that amount of superheat, the expansion valve is probably stuck open or incorrectly adjusted. If the superheat is too high, it may indicate a shortage of gas."

"Be careful," he also cautioned, "in selecting driers or strainers so as to size them to the job. Explain to the supplier the size of the system so that you'll get a drier big enough to handle the job. Also remember that with 'Freon,' every foot the liquid is raised means the pressure drops ½ lb. This can be very important in air conditioning installations."

G. R. Brass Names Plattner Michigan Representative

GRAND RAPIDS, Mich.—The appointment of Andrew J. Plattner as Michigan representative for the

Grand Rapids Brass Co. was announced by David Ralston, sales manager of the refrigeration hardware division.

Plattner will handle the Grand Rapids Brass Co.'s commercial refrigerator hardware line.

A. J. Plattner His office is located at 2980 W. Davison, Detroit 6.

Service Firm, Dealer Tie Up

MURRAY, Ky. — The Bourland Electric Co., here, has taken over all service and appliance reconditioning operations for Riley Furniture Co., it has been announced by Walter Williams, head of the firm.



Yours For The ASKING-

It's here—the new 1949 AUTOMATIC Catalog—162 pages chock full of profit-making items for the heating and cooling field. It's up-to-date, and can be kept that way with AUTOMATIC'S new price service that you get FREE, when you get our catalog.

Wholesale only, the 1949 AUTOMATIC Catalog will be sent to you FREE, if you will write us on your business letterhead, or fill out attached coupon and pin to your letterhead. Export inquiries invited. Send for YOUR copy NOW.

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Address

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*There is no finer compliment
than to be remembered.*

MR. DESSAU

When you wrote your advertisement on the preceding page, Mr. Dessau, we know you had many things to talk about—how your business has grown, its progress over the years, its accomplishments and plans. All the things most businesses want to talk about when they celebrate an anniversary.

But you didn't do that. You took time out to remember old friends. Not only the people you sell to, but those you buy from as well, including Larkin Coils.

To us there is no finer compliment than to be remembered. And it means a lot to us.

We can't help but feel, Mr. Dessau, that it is this friendly, considerate way of doing business

that has brought M.A.D. forward these fifty years and will keep it going forward another fifty—nay, many times fifty years.

We, too, recall when you entered the refrigeration field in 1926. And we remember how gratified we were to make our first shipment to you. Your continued patronage has always been a source of satisfaction. And now to have you say that our "superior craftsmanship and business integrity" helped add prestige to YOUR name is an ADDED compliment—one that we will be ever working and striving to live up to.

Congratulations, MELCHIOR, ARMSTRONG, DESSAU CO., INC., and a very happy 50th Birthday to you all.

O. M. Lime

General Manager
LARKIN COILS

Atlanta, Georgia, May 2, 1949



Iran's Industrial Progress, Growing Trade With U.S. Bode Well for Industry Exporters

By Eugene Hesz, International Market Analyst

It might be suspected that our attention is drawn to Iran as a consequence of international political discussions which are at present making that country one more point of tension between East and West.

But such is not the case. There are much more cogent reasons, mostly of an economic nature, why the American manufacturer of electrical machinery in general, and of air conditioning and refrigeration equipment in particular, should direct his sights toward this relatively large country of the Middle East.

Iran is about two and one-half times the size of Texas, and has a population of nearly 17 million. It has been gifted by nature with mineral riches, consisting mainly of petroleum, which form the financial backbone of its economy.

LEADERS FAR-SIGHTED

The administration of the country is forward looking. It is not only making plans for developing and extending the presently-limited manufacturing capacity, but is actually achieving progress slowly but surely.

There are other reasons for our attitude. The most important is the fact that U. S. trade with Iran has taken a good step forward within the last few years. This is a new departure, quite in contrast to Iran's foreign trade before World War II, and U. S. industry should be on the alert to widen and strengthen this foothold.

Iran, formerly called Persia, is situated in the center of the Middle East. To the south, it reaches the Persian Gulf, containing the rich petroleum fields and islands. To the north, the frontier is formed by the southern border of Soviet Russia, the sore spot in Iran's geography.

To the east, its neighbors are Afghanistan and Pakistan and to the west, the borders are formed by Turkey and Iraq, another petroleum paradise. The most important petroleum wells operating in Iran proper are situated near the western border, not too far from the Persian Gulf and the Iraq oil fields.

The topographical picture of Iran cannot easily be simplified.

The great central Iranian plateau has an average elevation of 4,000 ft. but there are mountain ranges, partly inside the plateau and partly beyond the plateau, with elevations up to 18,600 ft. A large section of this high plateau consists of salt deserts, which cover altogether about 160,000 square miles or more than one fourth of the total area of the country.

The foregoing remarks may already explain some of the vast differences in the climate, with all its meaning for the use of the products of our industry. The climate is mainly arid and semi-arid.

DATA ON CLIMATE

Weather ranges from hot summers to very cold winters.

On the Caspian Sea (northern frontier), the climate is comparatively mild. Temperatures range from 55° to 80° F., with extremes of 32° and 95° F. having been registered.

The humidity is very high and oppressive. Rainfall is as high as 80 in. per year.

Towards the Persian Gulf the waters are agreeable, but the summers bring an excessive heat, paired with high humidity. Temperatures of 120° and even 130° F. are quite usual. Rainfall in these regions is scarce.

The climate of the bulk of the empire is typical of semi-arid plateau regions. The low temperatures in the winter and the heat of summer are rather bearable on account of the general low humidity.

Over 85% of the population is engaged in agricultural pursuits. According to the latest official figures available, the following cities had more than 100,000 inhabitants: Tehran, the capital, 683,000; Tabriz,

214,000; Isfahan, 205,000; Meshed, 177,000; Shiraz, 192,000; Resht, 122,000; Abadan, 110,000; and Hamadan, 104,000.

The important industries of the country are the production of petroleum products and the weaving of carpets and rugs, the famous names of which the reader will have recognized in the list of leading cities.

Transportation is still in the development stage, but the total road length already amounts to 15,000 miles, of which 1,000 miles can be described as hard surfaced. The total length of the railroad is 1,424 miles, and the major line connects the cities along the Persian Gulf with the littoral on the Caspian Sea.

For the purpose of estimating the possibilities of the sale of electrical appliances, the industrial development and that of the direction of the foreign trade is of the greatest importance. The government has worked out a good plan for the development of the industry of the country.

Before the war, the government sponsored and financed the construction of a number of modern plants to reduce the country's dependence on imports for a large proportion of its requirements of textiles, sugar, cement, etc. This work was interrupted through the war but is being continued now.

At Karadj, steel factories for rails, beams, sheets, and coils are being constructed. Factories for the production of paper, certain chemical products, and for oil extraction are under way.

PLANTS SPRINGING UP

A major part of the Iranian industry is owned by the government, which handles most of these factories through the Industrial & Mining Bank. However, private capital is being encouraged and in 1948 a papermill was constructed at Varamin and a cement plant at Shiraz. Another cement plant will arise at Isfahan, and a cotton spinning mill at Shiraz.

As indicated before, petroleum will play an increasingly important part in financing the seven-year economic

Commercial Exports

| Destination | 1937-1938 (millions of rials)* | 1947-1948 (millions of rials)* |
|-------------------------------------|-----------------------------------|-----------------------------------|
| U.S.S.R. | 235 | 263 |
| United States | 55 | 455 |
| India | 31 | 287 |
| United Kingdom and Ireland | 42 | 364 |
| France | 9 | 226 |
| Iraq | 15 | 98 |
| Germany | 199 | 1 |

Commercial Imports

| Sources | 1937-1938 (millions of rials)* | 1947-1948 (millions of rials)* |
|-------------------------------------|-----------------------------------|-----------------------------------|
| United States | 83 | 1,146 |
| U.S.S.R. | 315 | 456 |
| United Kingdom and Ireland | 79 | 1,144 |
| India | 74 | 507 |
| Union of S. Africa | 0.05 | 109 |
| Switzerland | 1 | 86 |
| Germany | 247 | 2 |

*1 rial equal to \$0.033.

development program. In the first 10 months of 1948, oil production amounted to 20,445,000 metric tons, as compared to a pre-war annual average of only 9,000,000 tons.

The foreign exchange derived from these sources was, even in 1947 when production was nearly 20% under that of 1948, not less than \$72,000,000.

It is important to note that these oil royalties which are being earned in pound sterling, are convertible into dollars, and this is where the American manufacturer may step in and make his arrangements with the Iran authorities to secure his fair share of imports, his quota, and his foreign exchange allotment.

Prior to World War II, the bulk of the trade of Iran was done with Russia and Germany. Since then, some very decisive changes have taken place, which bode well for the future of American exports to Iran (see tables).

Of the commercial imports, machinery and electrical apparatus had a prominent place with 92,000,000 rials in 1937-38, 440,000,000 in 1946-47, and 289,000,000 in 1947-48.

Exchange control and import quota regulations are in the hands of the government, but the provisions do not apply in similar measure to companies operating under government concession. Generally speaking, however, all imports are subject to quotas which are fixed for a year, unless subsequently increased.

An attempt has been made here to draw the attention of the American exporter of air conditioning and refrigeration equipment to a virgin market. Nobody would suggest, with the present outlook of international conditions, that the American manufacturer assumes a normal risk when considering business with this empire.

However, there are ways and means open to the American manufacturer, with the help of our international banks, government controlled to obtain assistance in carrying the risk whenever it appears too heavy for private enterprise.

Campbell Moves Up In Canada

TORONTO, Ont., Can.—John D. Campbell has been appointed assistant manager of the appliance sales division of the Canadian Westinghouse Co., Ltd. He formerly was assistant manager, appliance division, Ontario district.

ACRMA Opens Long-Range Drive To Convince Foreign Gov'ts Refrigeration Is Essential

WASHINGTON, D. C.—With the recent release of a 14-page color brochure, "To Your Health," manufacturers of commercial and industrial refrigerating machinery opened a promotional campaign designed to convince foreign governments that refrigeration is essential to a nation's health, economic security, and progress.

Planned and sponsored by the Foreign Trade Committee of the Air Conditioning & Refrigerating Machinery Association under the chairmanship of A. J. Dangoia, Westinghouse Electric International Co., this educational effort will be continued for several years, according to ACRMA.

The brochure, profusely illustrated and with a minimum of text, makes seven salient points: Refrigeration is a necessity; it saves food and money; it creates wealth; it promotes national growth; it speeds industrialization; it spurs progress; it builds security.

Emphasizing the fact that comparatively little refrigeration is used outside the North American continent for food preservation, in comparison with the world's needs, the ACRMA booklet states that "the annual destruction of food, from improper storage alone, amounts to 18 billion tons—enough to feed a nation of 48,000,000 people for a year."

It is believed that, in addition, many times that amount of unstored food is lost each year through spoilage.

ACRMA stresses that, with proper refrigerated storage of food, a nation will not only improve the health and productivity of its people, but provide a surplus for use in times of poor harvest or for sale to other nations in exchange for needed goods and services.

A further result of the use of refrigeration, it is pointed out, is an improvement in agricultural methods, producing a larger and more varied volume of food with less manpower, and releasing workers from agriculture to further the industrial progress and increase the wealth of the nation.

"Because of lack of knowledge of the essential and varied uses of refrigeration, some foreign governments consider refrigeration a 'luxury item' and are therefore reluctant to release foreign exchange for its purchase," the association said. "One of the primary objectives of this ACRMA campaign is to clarify any misconceptions these potential buyers of refrigeration equipment may have."

The ACRMA Foreign Trade Committee plans to follow this initial presentation with further publications on specific applications of refrigeration and air conditioning for commercial and industrial uses. The committee also plans to translate this booklet and succeeding ones into Spanish and other foreign languages.

Overseas distribution of the publication is being made by the field representatives of ACRMA member-companies.

BRUNNER
SINCE 1906

REFRIGERATION helps you serve better

Cast a Critical Eye on these Compressor parts!

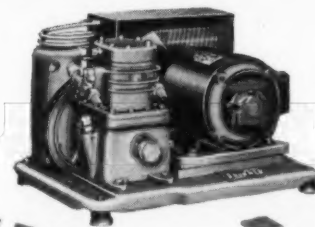
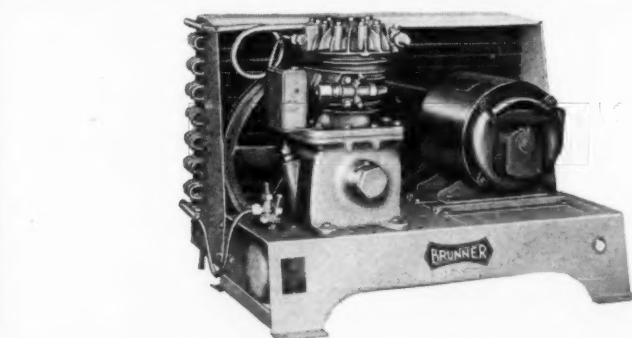


The true usefulness of any refrigeration equipment stems from the operating efficiency of the compressor. The parts are few...assembly is relatively simple. It's what you can't see that is so vitally important in measuring the worth of your investment...proven engineering, durability of metals and the watch-like precision of manufacture.

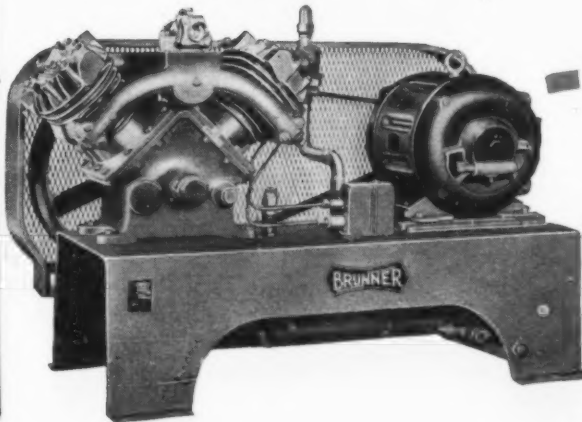
Before final selection of refrigeration equipment, it will be well worth your time to talk with a Brunner* representative. Ask for evidence of BTU capacities. Compare operating speeds. Get the facts on service life, dependability, operating economy. Know every reason why more and more buyers specify Brunner Refrigeration Condensing Units.

BRUNNER MANUFACTURING CO.
Utica 1, New York, U. S. A.

*Equipment manufacturers, installation contractors, service companies, can profit thru identification with Brunner. Have the advantages of a complete, customer-accepted line. A Brunner factory representative will call on request and without obligation.



**REFRIGERATION
CONDENSING UNITS**
...a size and type
for every purpose



BRUNNER
SINCE 1906

AIR AND WATER COOLED MODELS
1/4 HP. TO 30 HP.

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Valves, Driers, Strainers,
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Some Say

"It's a Great
Life"

Will you have One?

Lowe Re-elected Pres. Of Texas Distributors, Inc.

DALLAS, Tex.—John B. Lowe was re-elected president of the Texas Distributors, Inc., air conditioning, refrigeration, and heating equipment firm, at the stockholders' meeting. All other officers were re-elected and the following new directors were named: Walter K. Gowdrey, Southwestern Life Insurance Co.; Ed Rose, of Rose & Rose; and E. Taylor Armstrong, of Storey, Sanders, Sherrill & Armstrong.

Air Force Awards \$24,634 Theater Cooling Contract

GREENVILLE, S. C.—The Super Supply Co. has been awarded a \$24,634 contract for the installation of air conditioning at the base theater of Greenville Air Force Base here. The contract has been approved by the Army and Air Force Motion Picture Service and work is scheduled to start before the end of April. The installation is expected to be completed in 60 days, the company said.

Gulf-York Named Distr. For York Corp. In Gulf Area

NEW ORLEANS—The York Corp. of York, Pa. has announced the appointment of Gulf-York, Inc., as exclusive distributor of York commercial air conditioning and refrigerating equipment for New Orleans and the Gulf area. This firm is located at 1010 St. Mary St.

Telling a Good Story

15 to 20
degrees cooler



outside

Air conditioning a building interior is part of our everyday routine. But, not so long ago, we were called upon to air condition the outdoors! It was an installation for the Cafe de la Paix of the Hotel St. Moritz and the problem was to give the sidewalk cafe the cool comfort of an insulated interior. Armo engineered a solution both unique and efficient—a "curtain" of cool air to head off the heat waves coming from the street. You can't stump the experts—not the Armo kind. We don't have to make costly guesses. Having been in air conditioning for more than twenty years—since the infancy of the industry—we have a wealth of experience to draw on. What's your air conditioning problem? We do not sell room units.

If you have any questions about air conditioning ask the Armo Answer Man
Chicago 3-2850

As an example of how one air conditioning contractor solicits customers through newspaper advertising, here is an advertisement Armo Cooling & Ventilating Co., Inc. of New York City recently ran in the New York Times.

Armo installations have proved profitable for:
Banks
Dept. Stores
Hotels
Industrial Plants
Offices
Restaurants
Shops
Showrooms
Specialty Stores
Theaters



Armo Cooling & Ventilating Co., Inc.
Distributors of Frick Refrigeration
"36 years of excellence"
28 West 15th Street, New York 11, N. Y.

ASHVE Publishes Panel Heating Bibliography; Tells Research Results

NEW YORK CITY—Publication of an extensive bibliography on panel heating has been announced by the American Society of Heating and Ventilating Engineers.

The bibliography contains over 330 references, and in many cases a brief abstract or critical review. It was compiled by C. M. Humphreys, senior engineer of the society's research laboratory at Cleveland, Ohio, with the assistance of Miss Doris M. Dietz, of the laboratory staff. It is available to non-members of the society at 50 cents.

The society also made public the results of a series of tests in this field made at the laboratory. The report covers the research activities of the technical advisory committee on panel heating and cooling in determination of heat transfer within and behind a panel.

The extent to which the heat-release from a concrete panel surface is dependent upon the heat loss from the back of the panel is indicated in the series of tests conducted by the TAC.

When the heat-release from one side of a concrete slab at constant temperature is plotted against the release from the other side, the interdependence of heat flow from the two sides is found to increase as the tube spacings increase, the report said.

"In testing," it was pointed out, "the slab was placed between two absorbers, the backs of which consisted of a refrigeration plate through which water at any desired temperature could be circulated. The center test section of the absorber was four feet square and was surrounded by guard sections by means of which edge losses could be controlled."

"Heat pickup in each absorber was measured by heat flow meters on the panel side of the refrigeration plates, and was checked by determining the quantity of water flowing, and its temperature rise."

"Although trouble was experienced in the early tests of the first slab poured because of moisture released by the concrete, this difficulty was overcome by the use of silica gel tubes inserted under the absorbers. These tubes are still used to prevent possible condensation on the cool absorber surfaces."

"During the tests it was found necessary to apply a coating to all thermo-couple wire used in the project to make it moistureproof and increase its resistance to abrasion, which led to the designing and construction of a new coating device. This device automatically takes wire from one spool, coats and dries it, and winds it onto a second spool in one continuous operation."

"Another series of tests is now under way to determine the effect of insulation on the five-inch cover side of this slab, and a third series will be started to study the effect of carpet, asphalt tile, and possibly other floor coverings."

Page Air Conditioning Adds Remington, Trion

CHARLOTTE, N. C.—Jesse W. Page, Jr., president and manager of Page Air Conditioning Co., Inc., here, has announced the appointment of his firm as a distributor of Remington air conditioners and Trion electric air filters.

Page said the company will continue to distribute and install Worthington air conditioning units which are designed to serve larger stores and plants than Remington.

Among recent installations of Worthington systems made by the Page organization are the offices of the following firms:

Shaw Mfg. Co., East Kingston Ave.; Palmer's Optometrist, North Tryon St.; the new clinic of Ernest Franklin; John Bayne Co., Atonda Ave.; Kendall Mills executive offices, E. Morehead St.; Mecklenburg Specialties, Inc., Tuckasee Rd.; Ingram hotel court and restaurant, Cheraw, S. C.; Parson's Drug Co., Wadesboro; Grey Hosiery Mills, Hendersonville; Triplett Lumber Co. and Lenoir Finance Co., both of Lenoir.

"One of the most unusual Worthington installations by Page within the past year was in the First Presbyterian Church of Lincolnton," Page said.

DRYSEAL

means easy
installation

...and only
REVERE
makes it!

Revere DRYSEAL Copper Refrigeration Tube means easy installation because it's so uniformly soft, so easy to bend.

The ends won't split when flared. Tube interior is kept permanently clean and dry with a new mechanical end seal. Moreover, that seal has the same diameter as the tube, will pass through any opening large enough for the tube itself.

DRYSEAL gives you new, more economical

standards . . . comes in a bright new package to keep it clean and attractive, readily identifiable in stock. Sized 1/8" to 3/4" O.D., DRYSEAL is packed two 50-foot coils to a package.

Next time you buy refrigeration tube, contact your REVERE Distributor. He has DRYSEAL . . . the pliable soft, easy-to-bend copper refrigeration tube that assures you top quality in every length you buy. DRYSEAL always means an easier job for you.



REVERE

COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801
230 Park Avenue, New York 17, New York

Mills: Baltimore, Md.; Chicago, Ill.; Detroit, Mich.;
Los Angeles and Riverside, Calif.; New Bedford, Mass.;
Rome, N. Y.—Sales Offices in Principal Cities,
Distributors Everywhere.

1st in Performance

LEWIS Centrifugal PUMPS

serve industry for capacities up to 500 G.P.M. at medium heads... 1 1/2" to 3" pumps in standard or custom built designs.

CHAS. S. LEWIS & CO., INC.
Manufacturers
22nd and Pine Sts., St. Louis 3, Mo.

'A Heavy Upsurge In Sales Was Reported'



Part of the crowd that mobbed the Electrical Show, which was part of Chattanooga's annual "Electrical Week" staged early in April. More than 100,000 visitors viewed the appliance exhibits in the show's 5-day run.

Appliance Exhibits, Schools, Prizes Draw 100,000 to Chattanooga Electrical Show

CHATTANOOGA, Tenn. — More than 100,000 persons attended the Electrical Show sponsored by the Electrical League of Chattanooga and the Electric Power Board of Chattanooga during "Electrical Week" April 4 through 8, C. B. Osborne, sales promotion manager of the power board, reported recently.

Thirty-two local and southeastern distributors were represented in the spectacle which included such special features as the Norge talking water heater, and General Electric's "walkie-talkie" refrigerator and waltzing range.

Other exhibits included the American Kitchens' miniature kitchen show, Westinghouse's "Kitchen Capers" ventriloquist act, Philco's lightning sketch artist, Red Thornton, and General Electric's largest incandescent lamp in the world.

Frigidaire's cooking school drew 7,000 women, Osborne reported. Appliances used in the cooking school were auctioned off on the last day and some spirited bidding took place.

All of the appliances were sold for within \$10 to \$25 of retail price, with the auctioneer finding it necessary to cut off the bidding.

General Electric's "House of Magic" show played in the Com-

munity Theater of the Memorial Auditorium building which housed the electrical show and drew 20,000 visitors.

A dealer window display contest conducted throughout the month preceding the show attracted the participation of more than 50 appliance dealers. A \$7,500 dealer prize contest for the public attracted nearly 250,000 registrations all done in dealer stores. Prizes included a \$1,500 Hotpoint kitchen, complete laundries, and other items, totalling about \$8,000 in value.

Two special electrical editions of the local newspapers during the week preceding the show contributed heavily to the public's interest in the event, Osborne declared.

Appliance dealers reported a heavy upsurge in retail appliance sales occasioned by the widespread activities leading up to and including "Electrical Week," he asserted.

Roth Adds Iowa Territory

MILWAUKEE—A section of Iowa formerly served by Diener Appliance Co. with headquarters in Dubuque has been taken over by Roth Appliance Distributors, it was announced by W. H. Roth, president.

G-E Develops Electronic Cooker with Magnetron Tube—Cooks In Seconds

NEW YORK CITY—General Electric Co. is developing an electronic cooking unit that will look and function like a normal electric range but which will be equipped with a magnetron tube that cooks foods in a matter of seconds, George W. Schroeder, electronic engineer for the company, told the Electrical Women's Round Table here recently.

Schroeder said that the unit has not been perfected yet, but that a number of difficulties presented in the new method of cooking are being overcome.

Combining regular electricity with microwave energy will enable foods to brown and crust as well as cook through, he declared. This, he said, overcomes one of the present difficulties which is that the electronic waves alone cook food so fast that the food does not have time to brown. This reduces the food's palatability.

The new electronic range, he asserted, will permit the use of metal pans, whereas present electronic units require paper or glass containers.

Difficulties still to be overcome, he noted, are greater shrinkage than in regular cooking, uneven browning, alterations in recipes, and the fact that G-E's microwave energy device will penetrate only 3 in. into food.

Schroeder, commenting on the fact that electronic cooking will call for new recipes, said that a cake he baked in an electronic oven looked attractive but had the texture and taste of a corn meal muffin.

57,265 Refrigerators In Use In Nashville, Utility Says

NASHVILLE, Tenn. — A total of 57,265 electric refrigerators were in use here as of February 28, 1949, the Nashville Electric Service reported recently in the first issue of a news folder the utility will mail to each of its 83,000 customers every month.

The two-page news sheet also reported that the utility had 41,373 electric ranges and 25,010 electric water heaters on its lines. It said that Nashville families used an average of 4,094 kwh. for the year ending Feb. 28. The national average is approximately 1,550 kwh.

The bulletin, called "Better Living With Electricity" also informed cus-

tomers that the local appliance dealers association is preparing a "gigantic spring store promotion and prize drawing."

Washer Firms Charged with Price Fixing In Texas Suit

AUSTIN, Tex. — Charged with fixing retail prices of their products in Texas, Bendix Home Appliances Inc., Blackstone Corp., and Easy Washing Machine Co., all manufacturers of automatic home laundries and ironers, were named in anti-trust suits filed recently by Attorney General Price Daniel in the U. S. District Court here.

A number of Texas distributors of the products of these manufacturers were also named in the suits.

REFRIGERATION AND AIR CONDITIONING UNITS • PARTS • TOOLS • SUPPLIES

NEW Latest Prices Wanted Lines

Write Today for Your Copy

Why spend valuable business hours and car expense on trips to buy parts? Get fast low-cost delivery from our large, complete stocks. Airo serves buyers in 48 States and overseas.

Wholesale Only
Please Write on Your Letterhead



AIRO SUPPLY CO.
2732 N. ASHLAND AVENUE • CHICAGO 14, ILL.

A standard refrigerator door is faced with clear plastic so you can see the insulation inside. Then it is slammed, by machine, up to 150,000 times! The resilient Fiberglas* Insulation shows no sign of settling or breaking down. Dramatic proof of its lasting effectiveness.



ADD SHOWMANSHIP TO YOUR SALESMANSHIP!

Better than a million words, demonstrations of dramatic product features prove your point. By setting up demonstrations and talking in terms of demonstrations, you add power to your selling.

Fiberglas Thermal Insulation, long a selling feature in many of the appliances you handle, now gives you new, dramatic things to talk about. The "door-slam" demonstration shown above is one of several featured currently in Fiberglas national magazine ads. Take advantage of this potent advertising—tie in your sales talk by describing this demonstration to your appliance customers.

More than ever, Fiberglas Insulation is "a swell feature to have . . . a swell feature to sell".

Owens-Corning Fiberglas Corporation, Dept. 848, Toledo 1, Ohio. In Canada: Fiberglas Canada Ltd., Toronto, Ont.



Dramatic advertising like this continues to make Fiberglas Insulation recognized and accepted by your customers as "tops in insulation".

OWENS-CORNING
FIBERGLAS

THERMAL INSULATION

*FIBERGLAS is the trade-mark (Reg. U.S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with glass fibers.

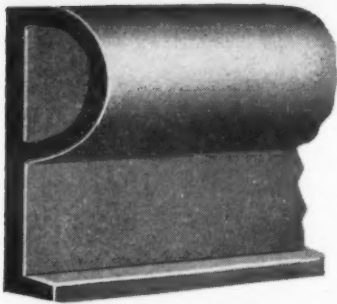
See JOHN LEES for Stainless Steel Moulding

JOHN LEES
DIVISION OF
The SERRICK Corporation, Kilgore Ave., Muncie, Indiana

TECHNIFLEX Refrigeration Specialties

are especially designed to provide IMPROVED refrigeration accessories. Using only quality materials and workmanship, you will find they develop new standards of satisfaction from your customers. Ask your regular dealer for these items or send for bulletins.

Illustrations at right—top to bottom:
Improved Charging Line
Vibration Eliminator
New Door Gasket Notcher
Techniflex Gaskets



TECHNIFLEX CORP.

49 JERSEY AVENUE, PORT JERVIS, N.Y.

RSES To Show Ansul Film On Solids In Systems

MARINETTE, Wis.—An educational sound-slide film, "Solids In Refrigeration Systems," is being shown at Refrigeration Service Engineers Society and other refrigeration meetings throughout the country.

The 50-minute, full-color film, a product of Ansul Chemical Co., portrays the chemical and physical changes that cause trouble in refrigeration systems. It was written by Ansul's director of research, Walter O. Walker, and produced and directed by the company's customer relations department.

The film is the feature of a program package staged by Ansul at refrigeration meetings. More than 10,000 service engineers will see it.

New Texas Association Holds First Spring Meeting

HOUSTON, Tex.—The first annual spring meeting of the Texas Appliance and Air Conditioning Association was held here recently.

The association, formed last November, now has 120 members. Marvin J. Hannan of Dallas, field secretary, reported on association activities.

Orr Opens New Store

JOHNSTOWN, Pa.—Orr, Inc., wholesaler of air conditioning and refrigeration supplies here, has announced the opening of a new store at 604 Franklin St. here.

Nebraska Hospital Installs Refrigerated Blood Bank Featuring Circular, Revolving Shelves

Alarm Warns Telephone Operator If Temperature Shifts

LINCOLN, Neb.—A specially built refrigerator for processing and storing blood for all types of transfusions was recently installed at Lincoln General hospital, according to T. J. McGinty, administrator.

Lincoln General claims to be the second hospital in Nebraska to install a refrigerated blood bank. The first was Methodist hospital in Omaha.

The blood bank refrigerator was manufactured by the Jewett Refrigerator Co., Inc., of Buffalo, N. Y. It is 8 ft. high, circular in design, and has a thermostatically operated temperature control.

The temperature control is connected to an alarm system which automatically notifies the telephone operator when the refrigerator temperature goes below 36° F. or above 42° F. Blood deteriorates rapidly unless kept within this temperature range, it was explained.

The refrigerator has a self-contained, overhead mounted compressor and motor. A fan forces air to circulate evenly throughout the 6-ft. high storage compartment to assure an even temperature for blood stored in any section of the compartment.

Shelves of the circular compartment revolve to provide convenient access to the various blood units. Nurses are able to see what type blood is in each container in the compartment through the full length glass door.

An outside control revolves the shelves permitting the nurse to bring the desired container to the front before opening the door. This minimizes the time the door must be open.

An outside switch also flicks the lights on or off inside the refrigerator.

The refrigerator was a gift of Bennet S. Martin and his wife, Lincoln residents.

Lincoln General has furnished an attractive room in the north wing



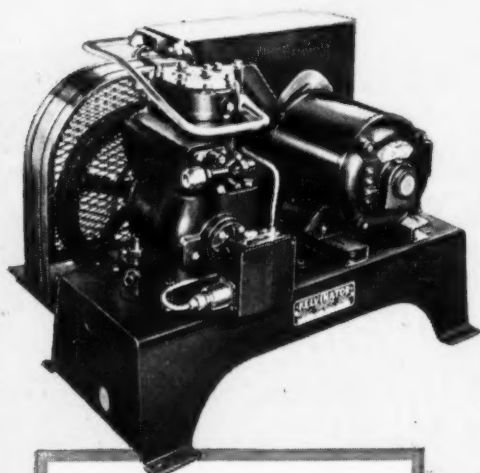
for the purpose of receiving blood donations with the refrigerator set up next to the table upon which blood donors lie.

Under the direction of Mrs. Evelyn Baker, R. N., the blood bank is completely outfitted with the most recent equipment and medical and laboratory supplies.

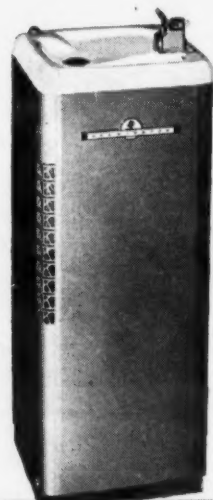
There is a fully equipped laboratory for blood typing, cross matching, and serological tests. The latter determine if the donor's blood is compatible with the recipient's blood. The tests also determine whether or not any communicable disease may be present in the blood.

Another piece of equipment is the centrifuge which separates the red cells from the serum for the serological test. A blood pressure "cuff" is employed to ease the flow of blood into a tube and hasten the withdrawal of the blood. It is secured around the arm of the donor above the elbow.

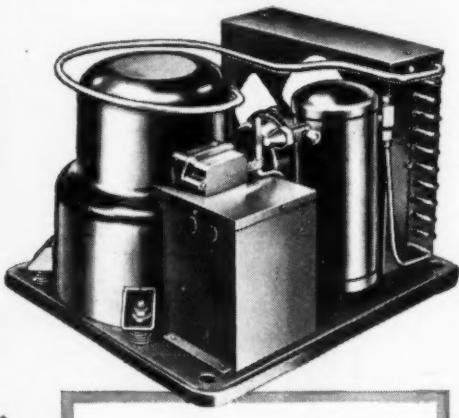
As the blood is taken from the vein, it follows the tube into a special glass flask which is placed upon a mechanical agitator. Blood as drawn would clot if it were not for the solution in the bottle. The solution preserves and prevents clotting. The agitator mixes the liquid gently and thoroughly as it is drawn from the vein. Immediately after the blood donation is completed, the fluid is deposited in the refrigerator.



Kelvinator Open Type Condensing Units (1/4 H.P. to 1 H.P.)



Kelvinator Water Coolers (Pressure and Bubbler Types)

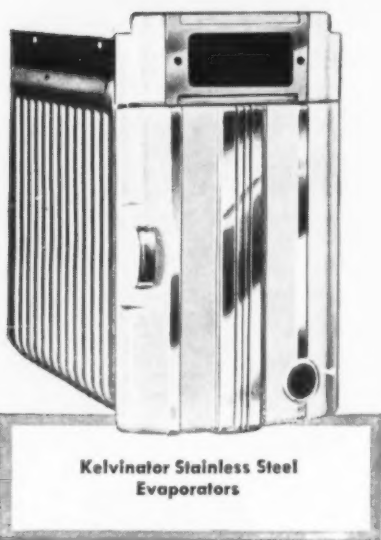


Kelvinator Sealed Type Condensing Units (1/4 H.P. to 1/2 H.P.)

Kelvinator— backs you with quality

Profit-minded dealers and service men know it pays to sell quality products. That's why they choose Kelvinator—the name that always sells . . . always satisfies. And for the extra quality that goes into every Kelvinator product,

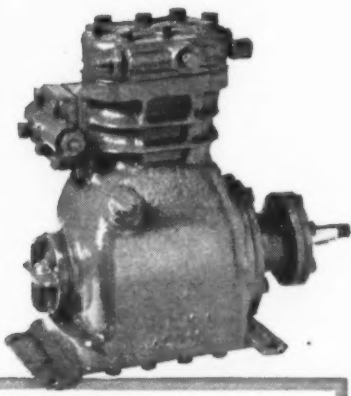
you pay no more. See these quality products at your nearest Kelvinator supply depot. All types and sizes available for immediate shipment. Kelvinator, Division of Nash-Kelvinator Corporation, Detroit, Michigan.



Kelvinator Stainless Steel Evaporators



Kelvinator Silica Gel Driers



Kelvinator Compressors (1-6 H.P. to 5 H.P.)

DEPEND ON KELVINATOR FOR ALL YOUR REFRIGERATION NEEDS

Erie ASRE To Sponsor Joint Meeting at G-E Works

ERIE, Pa.—Members of the Erie Chapter, American Society of Refrigerating Engineers will play host to the Buffalo and Cleveland chapters at a joint meeting on Friday, May 20, in Erie Works of General Electric, it was announced here recently. Members and their wives are invited to attend.

Following registration at 11:30 a.m., the men will meet in the conference room in Bldg. 20 for technical discussions by Robert Morgan, James LaSalvia, and Harold Webb. At the same time the ladies will be treated to a freezing and cooking demonstration under the direction of General Electric's home economist Miss P. Porterfield.

Luncheon and the Community Center will follow these meetings and the guests will then be taken on a guided inspection tour of the refrigerator manufacturing facilities at Erie Works.

Feature of the evening will be dinner in the Summit hotel.

40 Years of know how

TYPHOON
Air Conditioning
UNITS

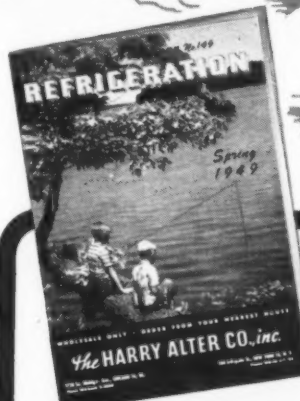
Backed by a program of Sales Training, National Advertising, Dealer Aids.



1 1/2 to 10-ton units

TYPHOON Air Conditioning Co., Inc.
794 Union St. • Brooklyn 15, N. Y.

Here's Your Copy
of the New
DEPENDABOOK
No. 149



Refrigeration
PARTS
CATALOG

Send for this to-the-trade-only catalog of refrigeration parts and supplies . . . Very complete . . . Very handy to use . . . In use all over the world!

The HARRY ALTER CO.

WHOLESALE ONLY

1728 South Michigan Avenue
134 Lafayette Street

Chicago 16, Ill.
New York 13, N. Y.

New River Barge Flouts Tradition, Takes On Women

Lady Cook Works with Model Kitchen Equipment

JEFFERSONVILLE, Ind.—There's an old adage concerning "women and ships not mixing" that apparently is not holding true anymore. At any rate when the American Barge Line Co., of Jeffersonville, Ind., recently launched its new 156-ft. Diesel powered towboat, *Advance*, to ply the Ohio and Mississippi inland waterways, there were a number of innovations aboard—and two of these were women.

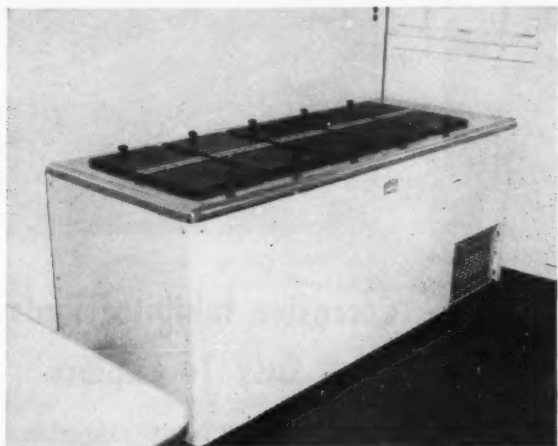
A female cook and maid were included in the ship's complement. It follows that where there are women there will be a kitchen. Moreover, modern appliances and food refrigeration equipment will be found nearby. Indeed, such is the case aboard this new work vessel because she is completely equipped with Frigidaire refrigeration facilities, including both household and commercial-type reach-in refrigerators, a low temperature frozen storage cabinet and electric water coolers.

The hull of the *Advance* was reconverted from a medium sized landing ship (LSM) for peacetime use. It was shortened by 54 feet and widened two feet. Her new dimensions are 156 ft. long, and 36 ft. wide with more than 6 ft. of draft. She has two decks and a pilot house and her twin-screw engines will drive her more than 16 mph. without taking into account the current and tow load. The steering system is compressed-air powered and the boat is equipped with both two-way short-wave radio and radar as navigational aids.

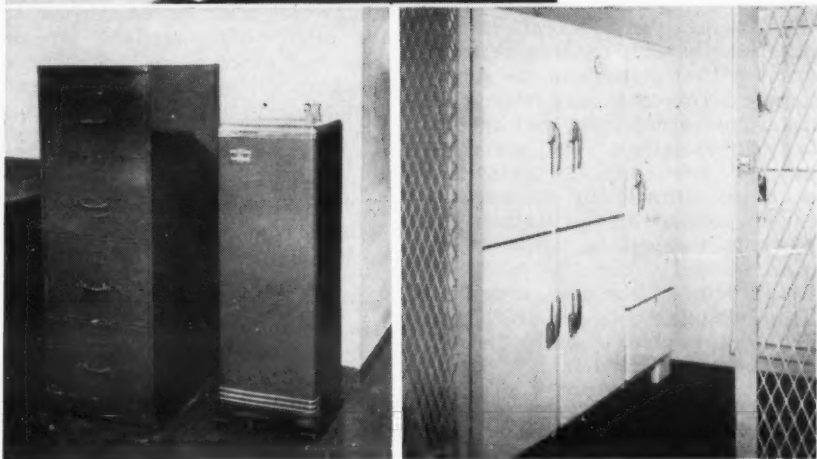
An auxiliary electrical generating system supplies alternating current of 110 volts, permitting the use of standard Frigidaire products, equipped with sealed rotary "Meter-Miser" compressors.

Her crew of 16 consists of a master and mate, a pilot, watchman, chief engineer, and first assistant, two strikers, six deck hands, the cook

For Cruising Down the River



Aboard the new tow barge "Advance" there are (left) a 10-hole ice cream cabinet, (below left) five 3-gal. drinking water coolers, and (below right) two 50-cu. ft. capacity reach-in refrigerators.



and maid. Quarters for visitors and for officers are located on the upper deck and consist of private cabins with connecting bathrooms. The crew on the lower deck with a bathroom adjoining the sleeping bay. The cook and maid have private rooms.

Adjoining the mess room is an up-to-the-minute galley which would do credit to the most modern household kitchen. It contains built-in cabinets, a sink, an electric range, and a 9-cu. ft. Frigidaire household refrigerator. Also located in the galley is a Frigidaire low-temperature cabinet with a frozen food storage capacity of 15.2 cu. ft.

In addition, two large Frigidaire reach-in refrigerators, equipped with forced air cooling units, installed in a pantry adjoining the galley afford 100 cu. ft. of refrigerated storage. Completely equipped right down to the last detail, five pressure type electric Frigidaire water coolers have been strategically spotted through-

out the vessel. These water coolers, each with refrigeration capacity to cool 3 gal. of water per hour, are located in the pilot house, galley, officers lounge, and fore and aft.

Ready-Mades Too Good, So Firm Drops Custom Work

DENVER—Although the ability to design and install custom walk-in boxes, special purpose air conditioning, and applied refrigeration of various types was a real asset prior to the war, Snodgrass & Smith, Frigidaire commercial refrigeration dealership here, has announced that it is "going out of the custom field."

The reason, according to Clarence Smith, partner in the firm, is the fact that with so wide a choice of refrigerated cabinets, cases, and coolers on the market, almost any customer is able to find the refrigeration he needs.

"Custom-built refrigeration has been over-promoted in the last few years," he pointed out, "and we believe that by merely offering the widest possible variety of standard cases, we can meet the market far more economically."

...But Another Dealer Takes Up the Challenge

BOYNTON BEACH, Fla.—Custom-built walk-in refrigerators for meat markets, florist shops, and restaurants are now being manufactured by Sunshine Refrigeration Co., which recently commenced operations in the old Farmers Implement & Supply building here. The firm, which also handles all types of commercial refrigeration equipment, is headed by Adam Schneider and Jim Fowler.

Commercial Dealer Moves

BIRMINGHAM, Ala.—Refrigeration Service Co., Inc., Frigidaire retail distributor of air conditioning and commercial refrigeration equipment, has announced the removal of its office, salesroom, and service department to a new location with additional facilities at 213 S. 21st St.

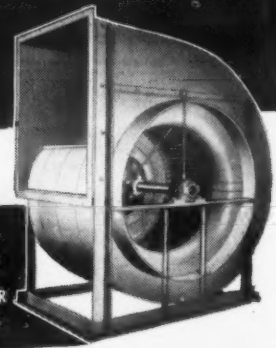
Mann Handles McCray Line

KENDALLVILLE, Ind.—Mann Refrigeration Co., New York City, has been appointed distributor of McCray Refrigerator Co.'s reach-in refrigerators in the metropolitan New York area, is was announced by Harry E. Culbertson, eastern district sales manager for McCray.

BETTER BLOWERS by usAIRco

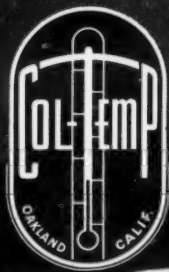
ANY TYPE
ANY SIZE

PROMPT
DELIVERY
WRITE FOR
CATALOG



UNITED STATES AIR CONDITIONING CORPORATION
Como Ave. S.E. at 33rd • Minneapolis 14, Minnesota

Exclusive Territories.....Direct Selling DISTRIBUTORS WANTED



sensational
new 1949

COL-TEMP

priced for competitive selling!

List Price
\$985

Includes freight
allowance to any
point in U. S.

New... non-competitive island types, self service case for beverages, dairy products, delicatessen and vegetables. Steady cold, high humidity. Hermetic unit... minimum service. Field tested for eighteen months. After exhaustive tests last summer, one large drug chain purchased twenty-nine units this year! A package deal for meter selling. List \$985... ready to plug in. The brand that makes you money is the brand you want to sell!



Territories available for qualified distributors. State lines now handled and territory covered. Bank reference requested. Write...

SIMPLEX MFG. COMPANY
Commercial Refrigeration Equipment
1135 THIRD STREET
OAKLAND 20, CALIF.

MOST

The attractive design and many features included in Everfrost Fountains make Everfrost the MOST profitable line to handle.

LEAST

The sturdy construction and dependable performance built into Everfrost Fountains gives your customers years of trouble-free operation with the LEAST amount of service.

LOWEST

Completely self-contained units and simplified plumbing mean that with Everfrost you can offer your customers the LOWEST possible installation and original investment costs.

Everfrost
UNIT BUILT

FOUNTAIN EQUIPMENT
gives you greater **FLEXIBILITY**

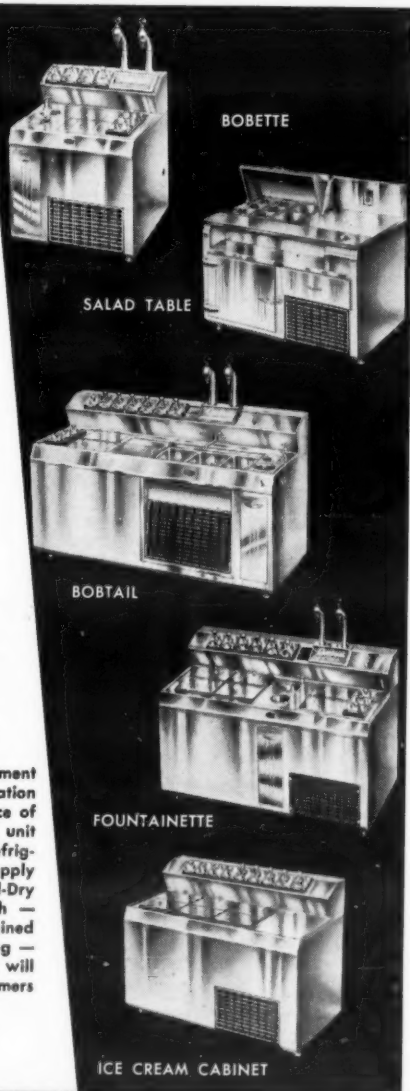
EVERY UNIT SELF CONTAINED

With the new Everfrost Unit-Built line of fountain equipment you can give your customers exactly the type of installation that will best fill their particular requirements. Each piece of equipment is available as an independent self-contained unit or may be used for remote installation. The Everfrost Refrigerator Carbonator and Water Cooler offers a plentiful supply of perfectly cooled carbonated and sweet water — All-Dry refrigeration entirely eliminates the messy water bath — Simplified Plumbing reduces installation costs — Self-contained compressor on a slide-out channel base for easy servicing — Invest in ALL the features of Everfrost equipment that will bring more satisfaction to your customers and more customers to you.

Write Today for Full Information
on the Entire Everfrost Line.



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E-Z SEE LIQUID INDICATORS CAN'T LEAK!

Because . . . Remco's unique foolproof construction provides that springs in each end form a positive seal on the Neoprene gaskets by automatically compensating for "cold flowing" and difference in expansion and contraction between the glass and the body. E-Z-See is easy to see thru—and guaranteed perfectly safe for working pressures up to 500 PSI.

Bulletin available on request.

REMCO INCORPORATED
ZELIENOPLE, PA.

WILSON REFRIGERATION, INC.

- FARM AND HOME FREEZERS
- REACH-IN REFRIGERATORS
- WALK-IN REFRIGERATORS
- FARM MILK COOLERS

DIVISION OF WILSON CABINET CO., INC.
SMYRNA • DELAWARE



NIAGARA AEROPASS CONDENSER

FOR LOWER COST REFRIGERATION . . . saves cooling water, prevents operating troubles, saves labor. It cuts the operating cost of freezing, cold storage or air conditioning. It reduces power bills because compressors run at lower head pressure. Write for Bulletin 103. Address Dept. AC.

NIAGARA BLOWER COMPANY
405 Lexington Ave. New York 17, N. Y.

What's New



4-Ft. Dairy Case Designed For Small Merchant

DETROIT—A 4-ft. self-serve dairy case designed particularly for the small merchant has been introduced by the Cunningham Products Co. here.

The case, sold under the trade name "Cunningham," can hold 72 quarts of milk on the bottom shelf and has two other shelves with capacity equivalent to another 36 quarts, according to the manufacturer.

Called the model DD 6, the case features a 1/4-in. thick single pane glass front panel, aluminum construction except for a steel base, and

an exclusive method of vapor sealing.

Refrigeration coils are located in the sides, bottom, and shelf. An average temperature of 40° F. is maintained. However, a control is provided so that the temperature can be adjusted to suit operating conditions, the company said.

The case measures 48 in. long, 27 in. wide, and 52 in. high, including a 17-in. high superstructure. The bottom shelf measures 20 by 40 in., the refrigerated middle shelf 12 by 40 in., and the top shelf 6 by 40 in.

Glass wings are located at the ends of the cabinet fanning between the top of the cabinet and the superstructure. The superstructure contains a fluorescent light that reflects into a tilted mirror. The latter reflects the light into the cabinet.

A drain suitable to all requirements is provided in the cabinet. The cabinet is finished in white Dulux enamel.

Retail price of the case, according to the manufacturer, is \$498, plus \$7.50 crating charge, f.o.b. Detroit.

Cunningham Products Co. is located at 5555 Connor Ave., Detroit 13.



CO₂ Pressure Regulator Holds to Close Limits

DENVER—A carbon dioxide pressure regulator that is claimed to be able to hold secondary pressures to extremely close limits regardless of the decreasing pressure in the CO₂ tank is now being produced by the C. A. Norgren Co. here.

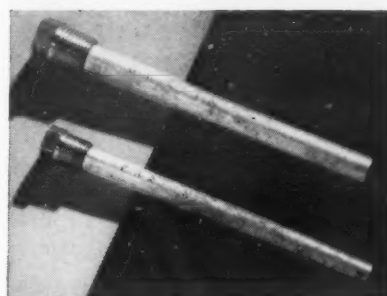
Designed for use in soda fountains and bars, the regulator, called the model 4C2, features a disposable filtering medium—wool felt wicking—of a density permitting only clean gas to enter the regulator without involving any measurable pressure drop.

The Norgren regulator is said to permit easy field maintenance. The manufacturer explained that its diaphragm can be changed without removing the regulator from the tank, even without shutting off tank pressure.

He declared that only a screwdriver and small crescent wrench are required. The metal diaphragm is sealed and cushioned by "O" rings at both center and outer edges.

The regulator is available with both primary and secondary pressure gauges or with only the secondary pressure gauge. It can be furnished in sets for dual pressures. A set consists of two regulators coupled to the tank through a common adapter.

Complete information on installation, operation, sales, and dealer franchises is available from the manufacturer at 222 Sante Fe Drive, Denver 9.



Corrosion Inhibitor Rods Are Easy To Replace

SAN FRANCISCO—Corrosion inhibitor zinc rods, called Cor-ins, that are fitted with standard pipe-plug ends and which screw into heat exchangers, piping, and other hydraulic equipment to protect against corrosion, have been introduced here by Rotometals, Inc., 980 Harrison St., San Francisco 7.

The zinc rods come in 3/8, 1/2, 5/8, 3/4, and 1-in. diameters with lengths up to 12 in.

Cor-ins are used as both new and replacement equipment for refrigeration equipment, industrial heaters, and other heat exchangers, as well as for all hydraulic units subject to corrosion.

These Cor-in zinc rods extend the protection of galvanizing, according to their manufacturer, but they can be renewed readily by merely unscrewing the used-up zinc and screwing in a new one. These replaceable zincs thus keep on protecting equipment for years after galvanizing has eaten away.

Where corrosion may be aggravated by hot or salt water or other corrosive agents and catalysts or by the electrolytic action of dissimilar metals or stray currents, Cor-ins have a basic application, the manufacturer claims.

The zinc rod used in Cor-ins has higher electrochemical potential than the metals to be protected from corrosion. Thus oxygen or other corrosive causations consume the zinc in preference to the electro-chemically less active metals of which pipes, tanks, or other hydraulic equipment are made.

The makers of Cor-ins have tested various substitutes for their zinc rod, and point out that metals which are more reactive than the zinc must depend upon film formation to slow down their violent reactivity with water.

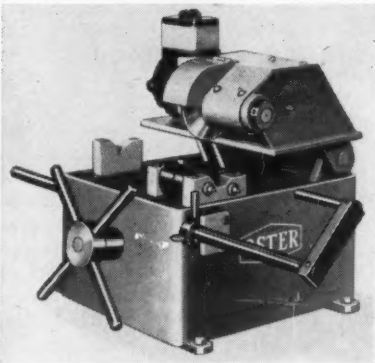
The zinc rod used in Cor-ins is tested for its reactivity ratio in water to insure that it will become more active when corrosive influences are severe while remaining more passive when corrosive conditions are mild.

'Bain Marie' Display Case Has Full Length Lighting

PHILADELPHIA—Introduction of a "Bain Marie" display case which is 4 ft. long, 30 in. wide, and 35 in. high has been announced by Howard Refrigerator Co. here.

The case features Thermopane display glass and a full-length fluorescent lighting system. Exterior finish on top and front is of porcelain and on sides and back of white Dulux enamel.

Use of a 1/4-hp. compressor is recommended. Unitized equipment is available at additional cost. A combination compressor housing and counter extension adds 27 in. to the length of the equipment.



Power Pipe Cutter Snips 750 Pieces Per Hour

CLEVELAND—More than 300 pieces of 2-in. pipe or more than 750 pieces of 1/2-in. pipe can be cut off in one hour by its new power pipe cutter, The Oster Mfg. Co. claims.

Operation of the cutter (No. 662) is described as follows:

"The hinged plate on which the motor and cutter disc are mounted is moved down toward the pipe which rests on rollers. This permits the cutter disc to meet the pipe at an exact right angle, thus insuring a clean, square cut and greatly lengthening life of the cutter disc. . . .

"The support rollers are mounted in needle bearings which minimize friction so that the pipe turns freely. This feature, together with the screw feed hand wheel, enables the operator to exert tremendous pressure on the cutter disc with very little effort. . . .

Power is provided by a variable speed motor of the geared head type. All motor pinions and gears are ball bearing mounted. The machine is equipped with an adjustable stock stop to duplicate cut-off lengths. The cutter, which can handle pipe or tubing from 1/4 in. to 2 in. is 21 in. high, 21 1/2 in. long, and 30 in. wide.

NOW AVAILABLE FOR DELIVERY

1/2 TON AND 3/4 TON

MITCHELL Room Air Conditioners!

IMPORTANT

GREATEST COOLING CAPACITY of any 1/2 ton and 3/4 ton units on the market is established by tests made by United States Testing Company in accordance with applicable standards published by American Society of Refrigeration Engineers.



A wonderful small unit that fits easily in any window . . . plugs in like a radio . . . and gives all the coolness and comfort made possible only by REAL Air Conditioning

Powerful, quiet running hermetically sealed power plant provides more cooling for the money. Removes oppressive moisture, and filters dust and dirt from the air. Will remove 99.9% of pollen from air—a real boon to hay fever sufferers.

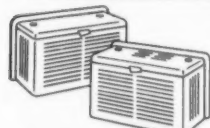
You'll sell the MITCHELL Room Air Conditioner like any major appliance package—no big organization required. Just two models handle all types of rooms. Your market is unlimited—with every office and home in your community a prospect. Write for the full selling details today.

DEALERS! NOW IS THE TIME to get started. Send today for the complete profit-plan that shows you how to earn big money selling MITCHELL Room Air Conditioners.

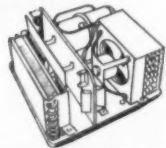
Air Conditioning Division
MITCHELL MANUFACTURING COMPANY
2525 N. Clybourn Ave., Chicago 14, Illinois

Rush us full information on opportunity to profit quickly and easily with MITCHELL Room Air Conditioners.

Name
Firm
Address
City State



With just two handsome models, you can sell top-efficiency air conditioning for all types of rooms—against all competition. Model M-12 (1/2 H.P.) delivers 5880 BTU/hr. Model M-34 (3/4 H.P.) delivers 8876 BTU/hr.



MITCHELL units are acclaimed by famous Testing Laboratories, Utilities and leading experts in the field. Each unit carries MITCHELL'S 5-YEAR WARRANTY.



MITCHELL backs you to the limit with every type of selling aid—mailing folders, display stand, newspaper mats and extensive national advertising—everything you need to help you sell easier and profitably.



KRAMER TRENTON CO. Trenton 5, N. J.

replace it right with **Ranco**

precision-built for WATER COOLERS

Servicemen everywhere rely on Ranco Replacement Controls to assure customers dependable, accurate, trouble-free service. You'll eliminate expensive call-backs, increase your profits on every service job—when you replace it right with Ranco. Ask your Ranco wholesaler to show you the eight Ranco models designed especially for Water Cooler installations.

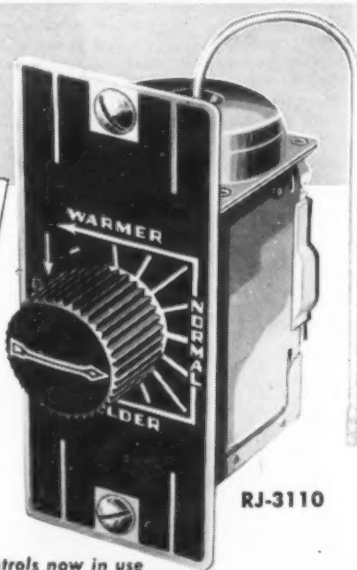


Ranco Inc.

COLUMBUS 1, OHIO

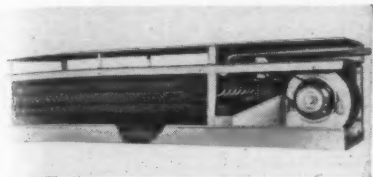
World's Largest Manufacturers of REFRIGERATION CONTROLS—more than 20,000,000 controls now in use

CHECK WITH **Ranco** FIRST
• specialists in refrigeration
• dependability
• greater customer satisfaction
• less stock to carry
• more profit to you



RJ-3110

What's New (Cont.)

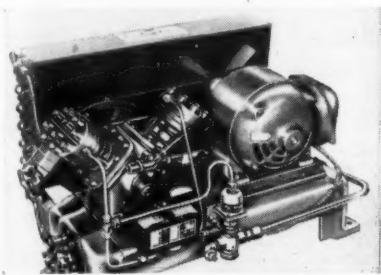


'Coldjet' Cooler Holds Uniform Temperatures

CHICAGO—A new space cooler, called "Coldjet," for processing, chill rooms, and storage of perishable foods, has been announced by Industrial Manufacturing & Engineering Co. here.

The unit is said to effect a reduction in costs of refrigeration and handling through uniform controlled temperature and circulation of air. Structure is of galvanized steel angles and the body job of heavy-gauge galvanized sheet steel. Fin coil is spiral type. The motor is of the enclosed, resilient-mounted type. Body and blower are furnished in stainless steel when required.

A number of models are available to meet various conditions, according to the company.



Lehigh Adds Air-Water Cooled Condensing Unit

LANCASTER, Pa.—Introduction of a new "Blu-Cold" combination air and water-cooled condensing unit has been announced by Lehigh Mfg. Co. here.

The unit is available in five models ranging from 1/2 to 2 hp. The models are AW-51F (1/2 hp.), AW-71F (3/4 hp.), AW-101F (1 hp.), AW-15F (1 1/2 hp.), and AW-20F (2 hp.).

According to Lehigh, the units are "specifically designed to produce the best year-round results."

"They employ the water-cooled feature automatically during peak-load periods or for above normal ambients. The unit operates on air cooling alone with the same displacement, capacity, and efficiency as a water-cooled unit with ambients below 70°. Above 70° ambients, this unit employs the use of water along with air cooling to overcome the over-load conditions encountered with air cooling alone at high ambients."

The setting of the valve can be adjusted to use the water feature as much, or as little, as the user wants, based on water cost conditions.

Three-row air-cooled condensers are employed in all units except the 2-hp. model, which uses a four-row condenser. Shell and fin tube type water-cooled condensers are provided with all models.

All units are available with a single-phase, 60-cycle motor, dual pressure control, and water valve (starter included on 1 1/2 and 2-hp. models only), or they can be purchased less motor and starter with dual pressure control and water valve.

Cooling Tower Features Balanced Spray System

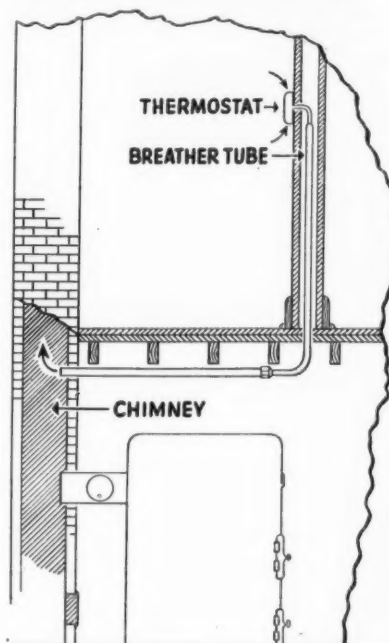
KANSAS CITY, Kan.—A new medium-to-large capacity cooling tower, the Verflow, has been added to its line of water-cooling equipment by the Marley Co., Inc. here, the company has announced.

Designed in wood or steel, the Verflow features a balanced spray system with Marley patented low-pressure nozzles and an access port to inspect and clean the nozzles.

It also has a nailless filling, Marley air foil section cast aluminum alloy fans; corrosion resistant paint on metal towers; heavy, double-sheathed wood casing on wood towers; and hinged louver frames with removable louvers.

Bulletin V-49, available from the company, gives complete details.

'Breathe-O-Stat' Improves Thermostatic Control



BATTLE CREEK, Mich.—The "Breathe-O-Stat," a device to make thermostats compensate automatically for warm, cold, or windy weather, has been introduced by McLarty Systems here.

The device, for which a patent pending has been issued to Gordon McLarty, operates on the draft principle and "breathes" a continuous air sample from the room.

Breathe-O-Stat consists of an anticipation type thermostat and a tube which leads from the thermostat to the chimney flue. This tube causes a draft to flow through the thermostat, drawing the air sample directly over the control mechanism.

There are no moving parts, electrical connections, or mechanical devices, except those necessary for an ordinary anticipation thermostat.

The effect of the draft created automatically compensates for outside weather conditions as well as inside room temperature. As the outside temperature drops or wind velocity increases, the draft increases proportionately.

The amount of draft created in turn regulates the length of the "on" period and thus keeps the firing proportionate to the weather demand. Thus in any automatically fired system such as oil, stoker, or gas, there are fewer and longer runs with much greater fuel economy as well as less wear and tear on the burner.



Revco Chest Offers More Capacity In Small Box

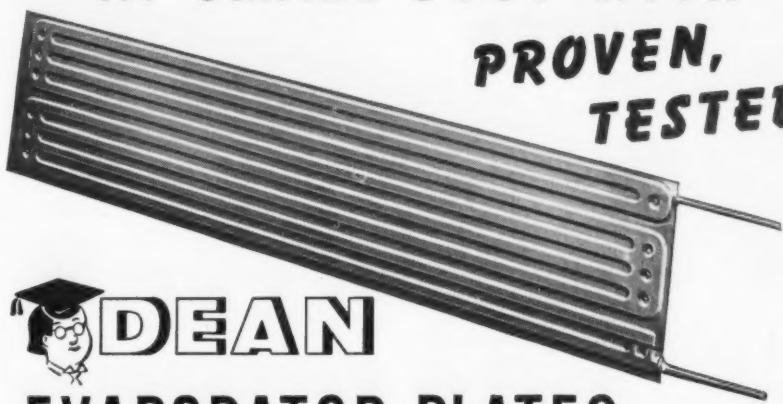
DEERFIELD, Mich.—Revco Inc. recently announced the addition of an 8-cu. ft. model to its "Chill Chest" line of home freezers.

According to Revco, the new model attains increased food capacity without increasing floor space over that of smaller capacity home freezers, and without loss of freezing efficiency or increased operating cost.

Inside dimensions of the new model are: 34 1/4 in. long, 20 1/4 in. wide, and 19 1/2 in. deep. Storage capacity is 320 pounds of food.

The new Chill Chest is equipped with a hermetically-sealed Tecumseh refrigeration unit, using natural draft condenser. Other features include safety signal system; illuminated interior; floating action counter balanced lid; stainless aluminum liner; and non-organic insulation.

GET **BIG** PERFORMANCE AT SMALL COST WITH **PROVEN, TESTED**



DEAN EVAPORATOR PLATES

There's a DEAN cold plate for every application . . . designed and built by men who have years of experience and practical "know how" in solving difficult refrigeration problems . . . your guarantee of quality.

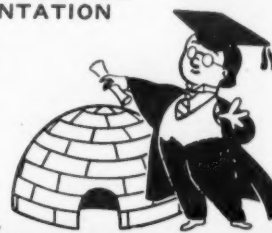
DEAN makes cold plates for ice cream cabinets, locker plants, soda fountains, farm milk coolers, farm freeze cabinets, low temperature test rooms, frosted food refrigerators, window displays, food counters, refrigerated transportation and sub-zero applications for industrial chilling. Custom built plates available on special order, such as cylinders, U's, angles, tanks, stainless steel, etc.

Look for the "efficiency" dots at the ends of the plates . . . they mean better refrigeration performance.

CHOICE TERRITORIES AVAILABLE FOR DIRECT FACTORY REPRESENTATION
Details on request

DEAN
PRODUCTS, INC.

Factory & Main Office
1042 Dean Street, Brooklyn 16, New York



PROFITS come your way when you sell **COLBAR**

DRY Beverage Coolers



*THE COLBAR DRY BEVERAGE COOLER IS ADAPTABLE TO ANY STANDARD COMPRESSOR

WANTED:

DISTRIBUTOR-RETAILERS
TO SELL COLBAR
DRY BEVERAGE COOLERS

Several good territories open.
Write for full details and prices.

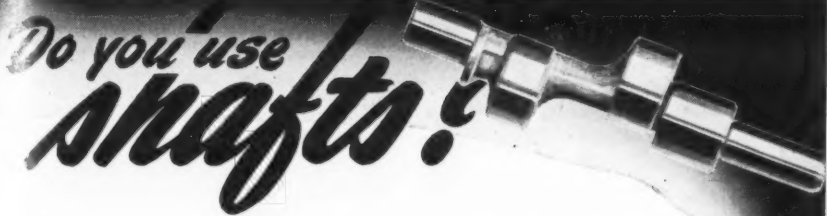
MODEL SC255 ILLUSTRATED.
SELF-CONTAINED AND REMOTE
MODELS—17, 25 1/2, 34, 42 1/2 CASES.

Here's a sales story that's hard to beat COOLING BY HOLDOVER PLATES

- ★ No moving parts
- ★ Provides stored refrigeration
 - cuts operating cost
 - increases life of unit
 - absorbs shock warm load
 - reloading one compartment does not affect temperature in other compartments
- ★ All steel construction
- ★ Stainless steel trim, lids
- ★ Sheet cork insulation
- ★ Infra-red baked-on enamel

COLBAR, INC.

1070 W. THIRD AVE.
COLUMBUS 12, OHIO



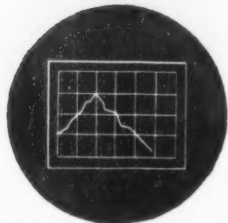
Send your shaft problems to us! For more than 20 years we have been making precision shafts of all types for air conditioning and refrigeration compressors. We offer you the experience, the skill and the facilities to produce exactly the kind of shaft you need. Send blueprints for quotations on any type of shaft you may need.

MODERN MACHINE WORKS, INC.

5354 S. Kirkwood Avenue

Cudahy, Wisconsin

HAJOCA'S ONE-STOP SERVICE AVOIDS DELAYS WHICH CAN SPELL



D-I-S-A-S-T-E-R

Delays in delivery of spare parts or essential equipment for your air conditioning or refrigeration jobs may result in losses of customers. Hajoca stocks famous-name supplies and parts at its 31 Branches which insure prompt deliveries to keep your jobs going at top efficiency and ON TIME.

Imperial Tools, Chieftain Coils, Penn Controls are a few of the products Hajoca stocks for you. In addition, a complete line of pipe, valves and fittings are always available at the Hajoca Branches below.

HAJOCA CORPORATION



Pennsylvania: Philadelphia (Erie Ave. Branch) Lansdowne Reading
Georgia: Columbus
New Jersey: Camden
Florida: Jacksonville
Tennessee: Chattanooga

The KEY to AIR CONDITIONING

One of a series from
by James J. LaSalvia

Readers who have any questions regarding the application of air conditioning are invited to write to Mr. LaSalvia, the author of this series, who will be pleased to furnish a complete and detailed answer free of charge. This is another of the services provided by the NEWS.

Piping Refrigerant, Water, Steam (Cont.)

HUMIDIFIER WATER PIPING

Humidifier water piping is shown by Fig. 14. The number of spray heads depend upon the area of the casing in the path of the airflow. The spray nozzles are usually placed, so as to cover all of the casing area, at about 12-in. centers as shown.

The piping to the outside of casing is usually iron pipe, while the pipe inside of casing should be brass piping so that it will not rust.

The size of the spray nozzles depends upon the amount of water to be sprayed. Nozzles can be had that will spray from the smallest volume to about 3 g.p.h. for each nozzle. The pressure for spraying should be held at between 20 lbs. to 30 lbs. and no higher than 30 p.s.i.

The usual equipment required is a strainer to clean the water, a pressure reducing valve to keep the water pressure constant at required limits, a globe valve to throttle the amount of water to be sprayed, and a solenoid valve which is to be controlled by a humidistat.

DRAINS

Drains should be of ample size to carry away the drain to the sewer. There are three general drains to be considered:

1. Drains from air conditioning casings or units carrying only water removed from the air stream, should be no smaller than 1 1/4 in. in diameter, unless on very small units, where smaller drain may be used.

Typical Piping for Air Conditioning Humidifier

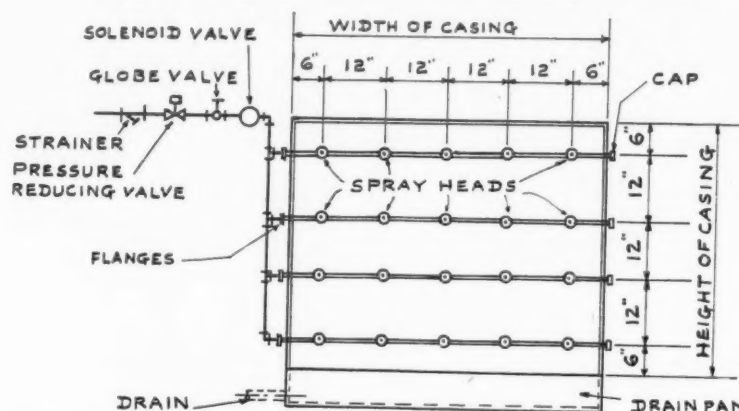


Fig. 14 shows the piping involved in a typical humidifier arrangement as employed in air conditioning systems.

Under no condition should the drain line be smaller than 3/4 in. in diameter.

2. Drains carrying water from the pan of a humidifier should not be smaller than 1 1/4 in.

3. Drains from condensers should be as shown in Fig. 15.

Under no condition should drains be connected fast to the sewer line. In most cases the drain can be spilled into a nearby floor drain.

STEAM PIPING

Steam piping is required in this work when it is necessary to include steam coils in the design of an air conditioning system.

Steam from 1 lb. to 10 lbs. pressure per square inch is generally used. If possible, 2 lbs. to 5 lbs. pressure at the steam coil is the best practice.

Below 20 lbs. is known as low pressure and above 20 lbs. high pressure.

Steam, like water and air flowing in pipes, will have a pressure loss, which is dependent upon the velocity of flow, length of line, number of turns in fittings and valves, and also

covering. In every steam line there must be a difference in pressure between inlet and outlet, or there would be no flow. This difference is increased by the friction and radiation.

In general, for good practice the velocity of steam in pipes should be so that the pressure drop is not too great. The velocity will determine the pressure drop, and such velocities should be held within reason. As a general rule, the velocity of steam up to about 20-lb. pressure should be between 3,000 to 6,000 f.p.m., for piping up to 10-in. diameter. The smaller velocities should be used for the smaller piping and the higher for the larger pipe.

(To Be Continued)

Redmond Book Describes Motors

OWOSSO, Mich. — A new catalog describing the Redmond type J, 1/40-hp., direct-current Micromotor recently introduced has been published by Redmond Co., Inc. here. The illustrated, four-page folder also gives information on D, F, and H motors.

Field-Tested
Features in...

HENRY WING CAP VALVES

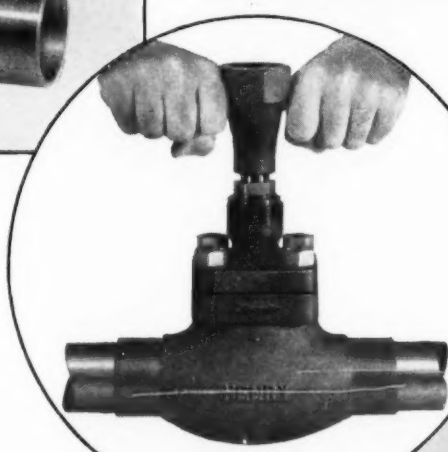
BOLTED BONNET DESIGN for Maximum Safety and Strength

Compact and light in weight, these Henry Wing Cap Valves give you maximum strength and safety under all conditions of service. Available in non-ferrous alloy with solder connections; in semi-steel with F. P. T. connections; and in semi-steel with companion flanges, bolts and gaskets—with brass tail-pieces for freon or steel tail-pieces for ammonia or freon. Size range: 1/2" to 5 1/8" OD solder connections; 1/2" to 8" F. P. T. or steel weld connections.



Non-Ferrous Bolted Bonnet Valve meets Government specifications.

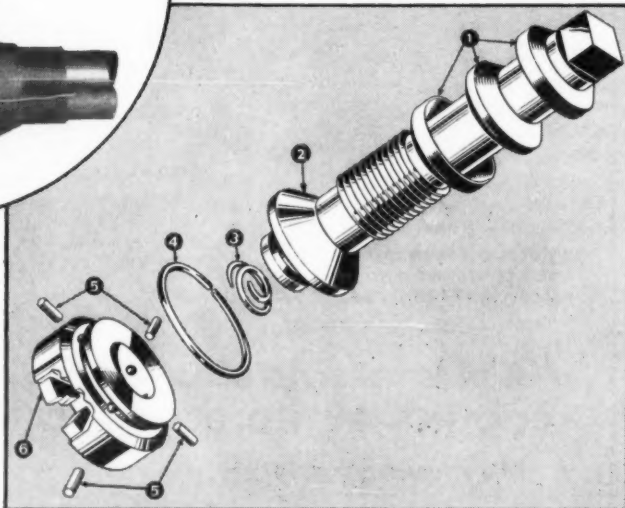
Wing Cap may be inverted and socket used to operate valve.



Patented Non-Rotating Valve Stem

Replaceable non-rotating stem disc has soft metal alloy insert which seats easily in valve body. Disc is self-aligning and chatter-proof. All valves are back-seating and may be repacked under pressure, if necessary.

SOLD BY LEADING WHOLESALERS



LIST OF PARTS

1. Stem Packing
2. Back Seat
3. Spring makes self-aligning disc chatter-proof.
4. Spring Retaining Ring for locking pins.
5. Locking Pins
6. Non-rotating stem disc with replaceable soft metal alloy insert.

Valves, Driers, Strainers, Control Devices and Accessories for Refrigeration and Air Conditioning and Industrial Applications.



HENRY VALVE CO.

Melrose Park, Ill. (Chicago Suburb)
Cable: HEVALCO, MELROSE PARK, ILLINOIS

Drain Connectors for Disposing of Condenser Water

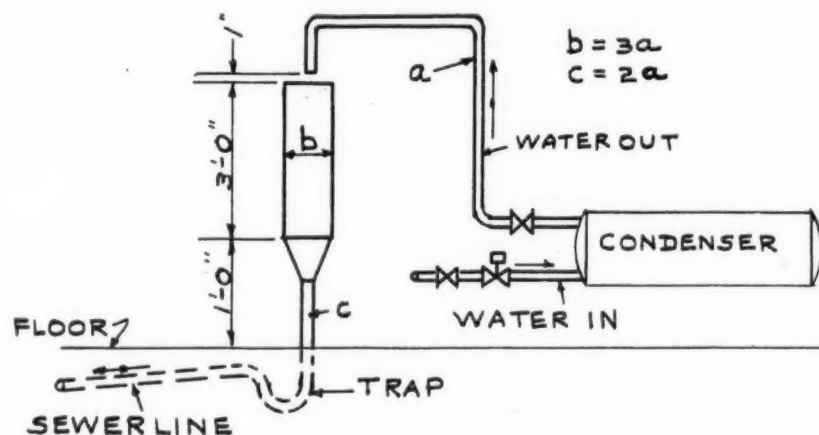
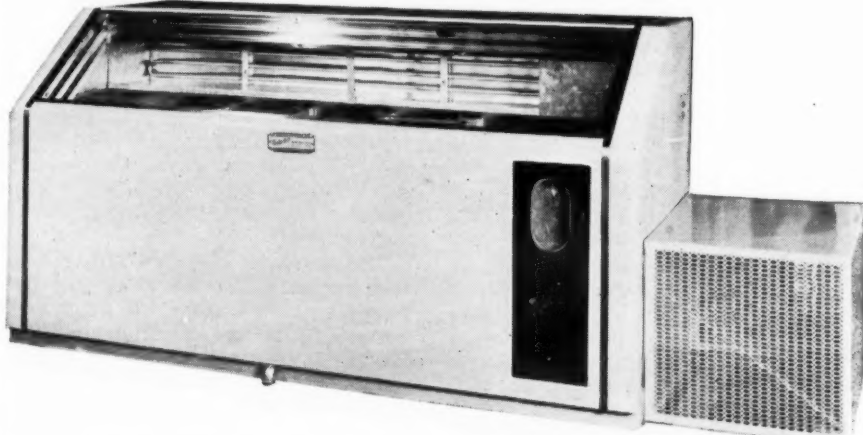


Fig. 15—Data for determining the proper size of drain piping for handling condenser water is given in this diagram.

MASTER-BILT Attached Unit BEVERAGE COOLER

Now available in all models both Standard finish Baked Gray Enamel or Stainless Steel Exterior.



Attached Unit Beverage Coolers are sold complete with Kelvinator or General Electric Sealed Condensing Unit, fully charged with gas and ready to plug in for immediate use.

Gravity Coil Cooling . . . Not forced air; no fans. Addition of warm beer (compartment refills) does not affect temperature of beer already cooled.

Bottle Compartments . . . Coils (3/8" tubing) form separate compartments for easy separation of brands. Each bottle has direct contact with coils, is evenly and individually cooled.

Master-Bilt Ice Cube Maker can be installed at factory in BC-30-AU and BC-40-AU Attached Unit models. Model BC-20-AU, 1/4 H. P. Unit, 20-case capacity . . . Model BC-30-AU, 1/2 H. P. Unit, 30-case capacity . . . Model BC-40-AU, 1/2 H. P. Unit, 40-case capacity.

Rugged Construction . . . "Master-Bilt" by master refrigeration craftsmen to give long years of trouble-free service.

Distributors and Dealers: There is some territory available. Write for details.



MASTER-BILT REFRIGERATION MFG. CO.

920 PALM STREET • ST. LOUIS 7, MO.



OFF THE CHEST

REFRIGERATION ENGINEER IS NEEDED IN ISRAEL

American Technion Society
154 Nassau St.
New York City

Editor:

The following Job Specification has been forwarded to the Committee from a cold storage company in Israel. They require the immediate services of a first-class refrigeration engineer for attendance in two plants at Tel Aviv and Haifa, Israel. The following are their requirements:

a. Between the ages of 25 and 35.
b. Fully certificated refrigeration engineer for work in a public refrigerated warehouse.

c. Must have at least two years practical experience of daily operations in a large refrigerated warehouse.

d. He should have some knowledge of food chemistry.

e. Also some working knowledge of mechanical handling methods in a public warehouse.

f. They are prepared to give a permanent position at a fairly good salary to a suitable person who will have to serve with them for a trial period. Steamship passage money to and from the States will be refunded after engagement.

Please publicize this item among your membership requesting them to recommend any one they know of who is capable and willing to undertake this position.

All applications should be forwarded to the New York Office of the Committee.

MYRON X. FELD, Secretary
Technological & Industrial Comm.

FREEZER SALESMAN WINS SUBSCRIPTION TO NEWS

Kline Distributing Co.
Des Moines, Iowa

Editor:

A copy of AIR CONDITIONING & REFRIGERATION NEWS happened to be lying on the conference table at a recent sales meeting. One of our better salesmen, who is also a top notch refrigeration serviceman, remarked that the NEWS was the most informative refrigeration paper on

the market, and suggested that I furnish them all with subscriptions to the paper.

We have a certain style, large size freezer, which has not been moving very fast lately. I told the boys that I would give each one of them a year's subscription to the NEWS when they turned in an order for this type of freezer. Our newest salesmember, Mr. Bob Baylor, 1103 North Shore, Clear Lake, Iowa, who knew absolutely nothing about refrigeration before coming to work for us, was the first one to turn in such an order. We are therefore enclosing our check in the amount of \$5.00 and trust that you will see to it that Mr. Baylor gets the NEWS for a year.

We haven't quite made up our minds whether we are working for your paper or ourselves, but in this particular case it worked anyway. We trust we will be able to forward you additional subscriptions when the other boys learn Bob beat them to the punch.

WALTER D. KLINE,
President

WAS THIS THE FIRST DRY BOTTLE COOLER IN U. S.?

Artkraft Furniture and Fixture Co.
Denver, Colo.

Editor:

The writer was very much surprised when looking through the NEWS on page 24 of March 28 issue came across an article on "display refrigerators" owned by Mrs. Feld of this city.

The writer who sold this display to the late Mr. Feld in 1937, boasts that this was the first dry cooler put into operation in the U. S. A.

The case in question was an old double bunker "Husmann" brine case which the writer converted.

And as for the walk-in cooler behind this display case, it was also put in by the writer about two years ago.

The writer personally sold about 85% of the walk-in coolers in this city used by the package liquor stores.

One feels rather proud when something like this crops out on the horizon.

S. G. LERNER

WHERE'S TAX DATA ON SELF-CONTAINED UNITS?

Nevinger Mfg. Co., Inc.
Greenville, Ill.

Editor:

I would appreciate it very much if you could furnish me with a ruling regarding excise tax on self-contained air conditioning equipment.

Several months ago you published an article on the front page, but we are unable to find our copy. If you can help me out I would appreciate it very much.

CARL NEVINGER, President

Answer:

Information on the excise tax as it concerned self-contained air conditioning equipment was published in the May 3 and Sept. 6, 1948 issues of AIR CONDITIONING & REFRIGERATION NEWS.

SOME BREWERIES, DAIRIES RESUME EQUIPMENT SALES

Baton Rouge Refrigeration Institute
P. O. Box 813
2401 Perkins Rd.
Baton Rouge, La.

Editor:

We remember reading articles in recent editions of the NEWS concerning action in some of the States under the Fair Trades Acts where prosecutions were being made or threatened in cases where breweries, ice cream manufacturers, etc., were donating refrigeration equipment to their dealers.

We well remember that prior to the war, there was some legislation, we believe Federal, outlawing this practice. At any rate, for the past few years there has been a general belief that such practice was unlawful, although we do know of agreements made between the manufacturers discontinuing this practice.

We have searched through our files of the NEWS, but we are unable to locate the news items covering. We wondered if you would be kind

enough, and if there is available, information on this subject that you could send to us. We would also be very grateful if you would give us your own opinion as to the enforceability of such a Federal law, and refer us to the statute that would apply.

In this territory at the present time we see signs of such practices being resumed, especially on the part of brewery and ice cream manufacturers.

We would be very grateful for any assistance you might care to render us.

K. C. BANFIELD

Answer:

Following are references to issues which bear on the question you raise.

Aug. 18, 1947—"Law Requires Calif. Dairies Sell at List."

Sept. 29, 1947—"California Law on Dairies' Equipment Selling In Effect."

Nov. 8, 1948—"Charge Neb. Beer Firms Give Away Refrigeration."

Nov. 15, 1948—"Beer Firms' Licenses Suspended on Claims of Reselling Equipment."

In the April 25 issue is a news story on the attempted repeal of the California law restricting equipment sales by dairies.

'FATHERS AND SONS' PIECE HITS RADICALISM

331 E. 37th St.
New York 16

Editor:

A friend sent me the excellent piece by George F. Taubeneck in your Jan. 10th issue entitled "Fathers and Sons." Since I am honor-bound to return this, may I please have two copies for myself? It just happens that I'm engaged in an educational project designed to help offset the radical influence in textbooks, and Mr. Taubeneck's excellent piece could therefore not have come to me at a more appropriate time.

MRS. LUCILLE CODIN CRANE

BUREAUCRACY ARTICLES NEEDED FOR REFERENCE

Rice Implement Store
Clarion, Pa.

Editor:

For the last few weeks I have been following with interest your articles on the Washington debacle, Bureaucracy, etc.

I am wondering if you have thought of, or are planning to put this in pamphlet form. If you do please advise me as I shall want some of them for distribution to friends. I have enjoyed them a lot and would like to have them in a form that I can mark and refer to at desirable times.

GORDON J. RICE

VITAL MATERIAL HANDLED SLOWLY BY GOV'T BOARDS

Greusel Distributing Corp.
Milwaukee, Wis.

Editor:

Permit me, if you will, please, to thank you very kindly for the reprints on the articles on bureaucracy which ran under your by-line recently.

I read the first part of this article in one of the issues from which I could not delete, and was very much interested. The writer himself was a priority analyst during the last war with the local War Production Board, and I got a big bang out of it because it really hit the nail on the head.

While I always felt that the War Production Board was a little better off than the O.P.A., there were certain members among them who could always find an excuse to kick an application around, even if there was no excuse to do so. I am sure that I am going to get a lot of pleasure out of reading the rest of this article.

D. G. GRAHAM
Credit Manager

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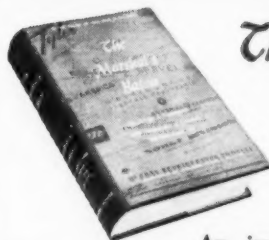
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'Self-Serve' Display Cases

Spence Outlines Correct Operating Principles and Describes Accessories and Defrost Systems

CHICAGO—Operation of self-service open-type refrigerated fixtures is different from the closed type, and thus particular attention must be paid to proper control adjustments and other considerations that must be taken into account if such fixtures are to give proper service.

This was emphasized by John Spence, service manager, Hussmann Refrigeration, Inc., in his talks before the series of educational conferences sponsored by the Refrigeration Equipment Manufacturers Association and the Refrigeration Service Engineers Society.

Three main principles should be

kept in mind in the installation and maintenance of open-type refrigerated fixtures, Spence explains. These are:

1. The coil must be fully fed.
2. The cycle of the unit will be different, longer running time being necessary in order to get the refrigeration effect needed.
3. Complete defrosting of the coil in the defrost period is essential to the best operation of the fixture.

The one sure way to determine that the coil is fully fed is to determine by actual observation if liquid line leading to the coil and the suction line leading from it are fully frosted.

A condition that may mislead the servicemen into thinking that the coil is fully fed is one in which a suction line frosts periodically several feet out of the refrigerated case, even though the superheat setting of the valve may be too high.

The "hunting" action of the expansion valve serves to feed the coil past the bulb and out of the case, and the suction line may frost quite a few feet. But the result of the "hunting" action is that the coil is intermittently full and then pumped dry, so that generally the coil is only partially refrigerated. However, during much of the cycle the suction line will have little or no frost compared to the coil.

Is Coil Properly Fed?

Thus the only positive check on full-feeding of the coil is to determine if the suction line and valve outlet line between the valve to the coil are approximately equally frosted during the running cycle.

If the coil is being properly fed it will cause the suction line to frost and sweat as much as 10 to 15 ft. out of the case on humid days. To overcome user objection to this, a heat exchanger can be installed inside of the case. The frost line should then extend through the exchanger but not out of the case.

Spence recommends that a heat exchanger should be installed on all open self-service refrigerated fixtures to be operated below 40° F. to get the best results.

Concerning the second principle to be recognized in maintenance of open-type refrigerated fixtures namely, the long running time, it must be realized that the condensing unit is normally required to run with "on cycles" of 40 minutes or longer in order to maintain the desired temperatures.

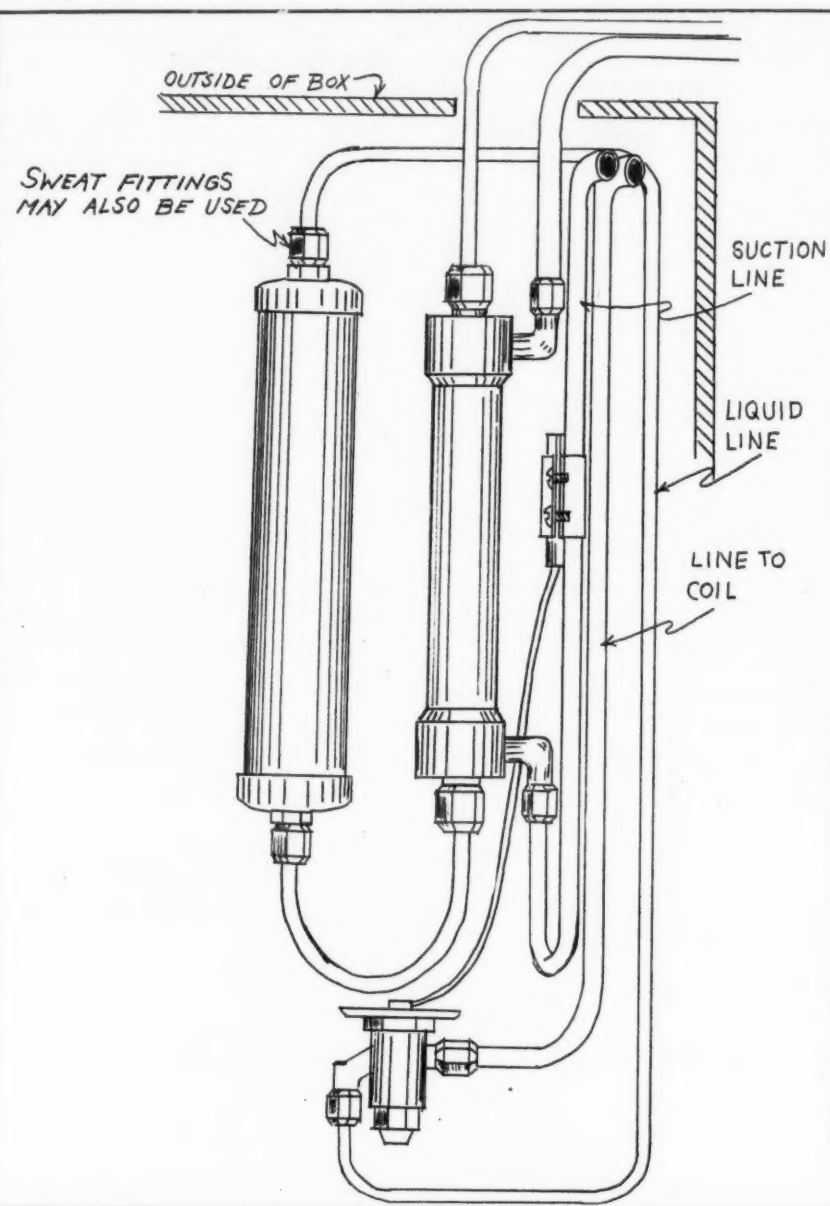
Problems of Defrosting

The problem of getting the coil fully defrosted is one that demands special attention in the open-type fixture.

To get complete defrosting with a normal defrost cycle, the cut-in setting is usually 38 or 39 lbs. with "Freon-12" while maintaining 38° to 45° F. temperature in the fixture for merchandising produce and dairy products.

Since temperatures of 28° to 36° are requested by the store owner to properly merchandise pre-packaged meats displayed in an open-type fixture, it is necessary to operate the system with a 4-6 lb. cut-out point, and a 26-28 lb. cut-in. These settings result in a lower and more consistent fixture temperature.

Hookup Commonly Used In Systems for Cases



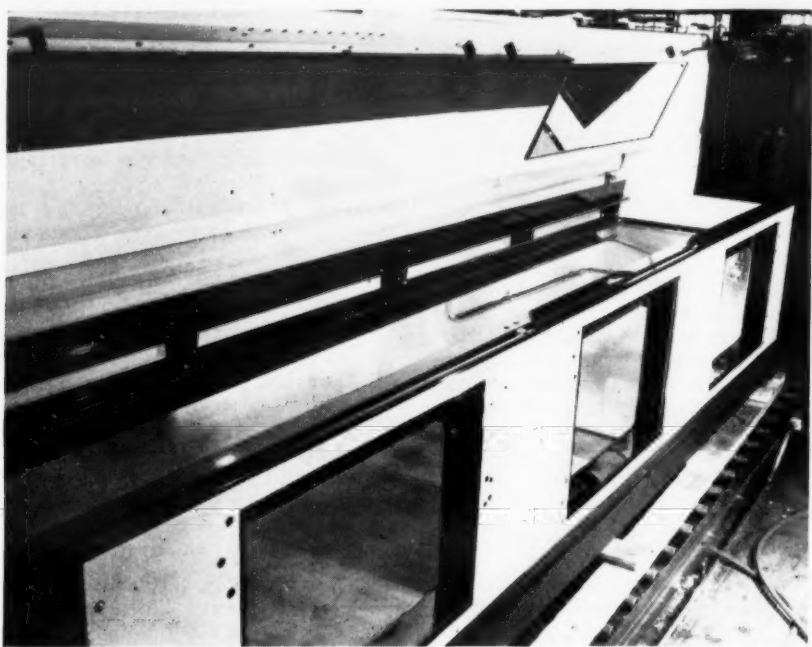
Schematic drawing of a dehydrator-heat exchanger-expansion valve combination that is being used quite extensively in both open and closed refrigerated fixtures. Dehydrator is located within the refrigerated fixture because it is known that as the temperature of the refrigerant goes down, its capacity for holding moisture in suspension becomes less; and just the reverse is true of the desiccant in the drier (as the temperature surrounding the desiccant and the temperature of the refrigerant becomes lower, the desiccant has a greater affinity and a greater capacity for holding moisture in suspension).

But the question naturally arises, "won't the coil build up frost and lose its efficiency at such operating pressures?"

The answer is "no, not within a 24-hour period," and that is why the time clock method of defrosting is

(Concluded on next page)

Design Principles Are Illustrated



This picture shows a Hussmann model ODD (open double-duty) display case with the front glass support posts and glass deleted, with only one of the three mirrors installed on the insulated baffle. Expansion valve installed within the cabinet is located just within the opening of the right-hand door, and the tube-within-tube heat exchanger is located behind and under the two rear shelf supports. Thermal bulb of the expansion valve hookup is attached to the suction line at the extreme right-hand rear corner immediately above the top rear shelf support of the fixture.

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R-12

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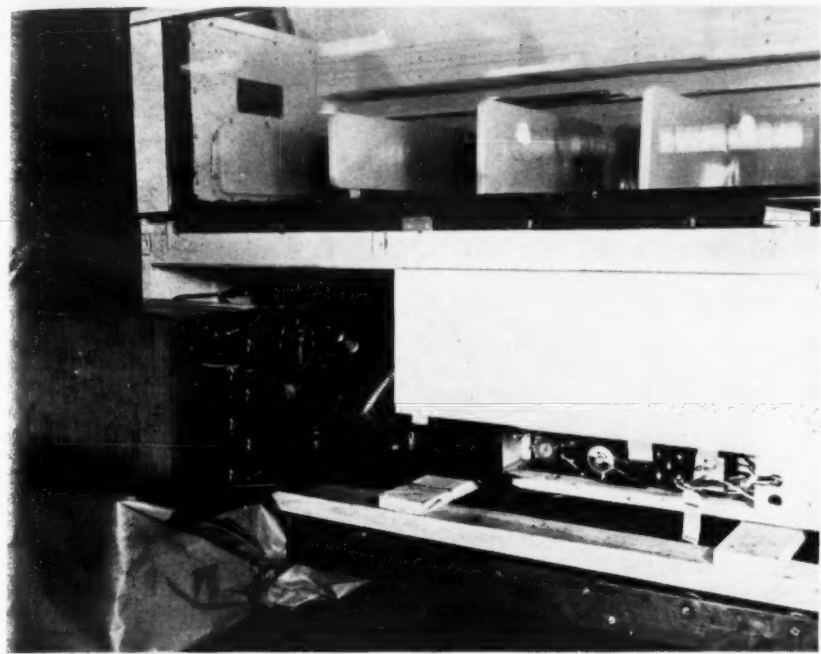
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Features of Open Low-Temperature Case



In this picture of the Hussmann OLT-7B (open low-temperature) case, the control box at the front bottom of the fixture can be seen. The thermostat is on the left end of the control box and the defrost day-and-night timer dial is in the center. The power element of the thermostat is attached to the lower edge of the secondary baffle that is approximately 3 in. above the top of one of the seven freezer plates in the display section. The picture shows the condensing unit pulled forward so that it is accessible for servicing. At the extreme top left corner of the condenser are two oil tubes that enable the owner to oil the electric motor without pulling the condensing unit out of the cabinet. Duprene flexible hose is provided as connecting lines between the outlet receiver valve and the suction service valve on the compressor, and the liquid and suction lines at the end of the heat exchanger.

Refrigeration In Open-Type Display Cases --

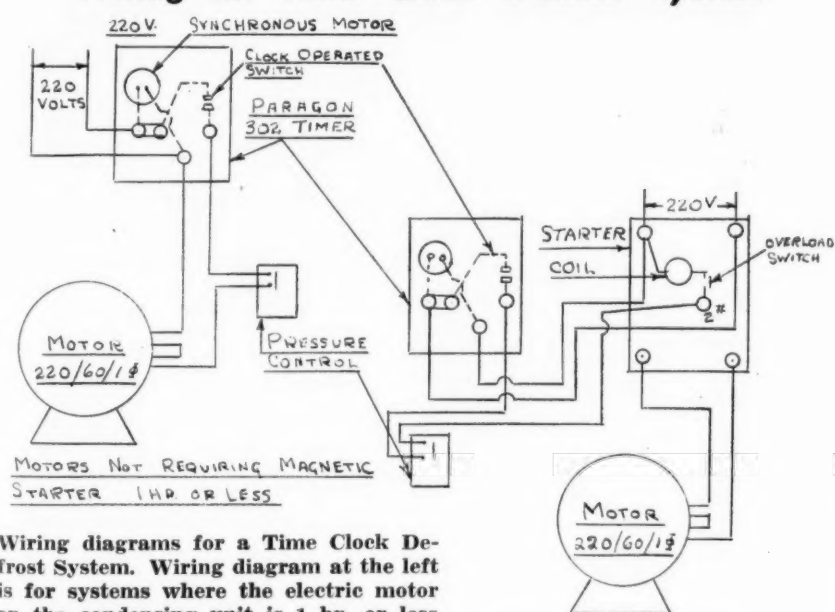
(Concluded from preceding page) coming into wide general use with open-type fixtures.

This type of defrosting is accomplished by the use of an electric-sign type of time clock wired in series with the low-pressure switch. When a single defrost period is used the clock should be set for a three-hour

defrost period, generally from about 3 a.m. to 6 a.m., so that the refrigerated fixture starts off with a clean coil in the morning.

When a two defrost period time clock is used, the first defrost period should be immediately after the store closes and the other should end one hour before the store opens with the

Wiring for Time Clock Defrost System



Wiring diagrams for a Time Clock Defrost System. Wiring diagram at the left is for systems where the electric motor on the condensing unit is 1 hp. or less and the electric system does not require a magnetic starter; wiring diagram on the right is for wiring a time clock where a magnetic across-the-line starter is required.

MOTORS USING MAGNETIC STARTER
NOTE: CONTROL WIRING FOR THREE PHASE MOTORS SAME

clock set for about one and a half hour defrost periods.

When a time clock is used, the cut-in point of the pressure control must be set below the freezing point. If this isn't done, a partial defrost will take place with each cycle and ice will form on the coil and block circulation of air through it.

Setting Cut-Out Adjustment

In setting the cut-out adjustment, the serviceman should let the machine run between one and two hours, and checking the gauge, set the cut-out to trip the switch at the low-pressure point of the normal hunt after the machine has been running for that time. It's best to have the temperatures too cold on the original adjustment, Spence says. It is a simple matter to raise or lower the cut-out point at a later time to suit the user's wishes.

With frozen food cases operating at coil temperatures of -20° to -25° F., the time clock defrosting method works in a different manner. The time clock starts an electric heater and shuts off the unit simultaneously.

Need for Timing Defrost

The time that the defrosting system is working is very critical—65 to 75 minutes is the correct defrost time for one system—the reason for the timing being that otherwise moisture may vaporize from the drip pan and form along the back of the case and freeze up.

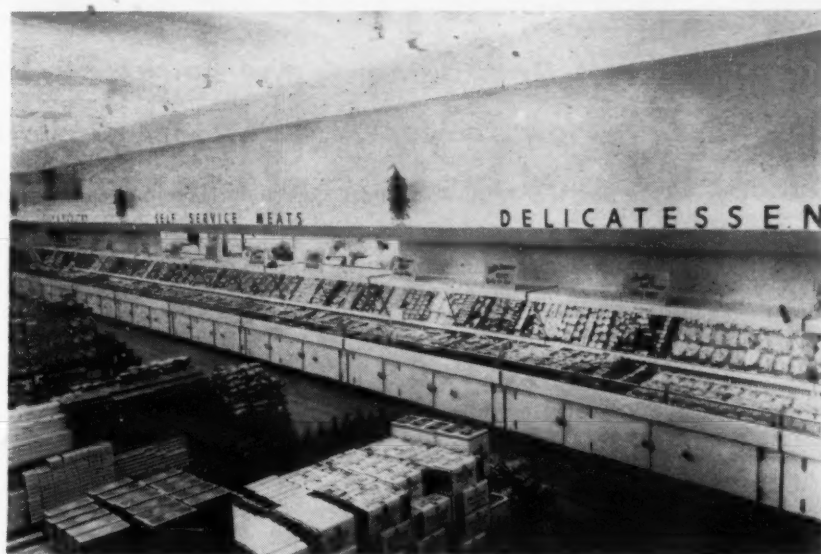
Spence advises against multiplexing fixtures that are to operate at different temperatures. In installations where multiplexing of the same type of fixture is practiced, it is necessary to use refrigerant lines of sufficient size to guard against exces-

sive pressure drops in long runs of tubing.

Open-type fixtures won't work properly when subjected to drafts from fans or blowers that carry a current of 10 f.p.m. of air movement over the open part of the case. A good way to test this is to blow cigarette smoke over the open section and if it "rolls," there is too much air current.

In some instances, in closed cases, where a large percentage of the display are smoked meats—that are heavily salted—the tendency will be to dehydrate fresh meats which may be displayed along with them.

How Open-Type Cases Are Taking Hold



Open-type self-service refrigerated display cases for meat are extending their sway to all parts of the country. Here is a complete meat and delicatessen section with nine Hussmann open-type cases in a newly opened Esner Brothers supermarket in Danville, Ill. Cutting and wrapping room is behind glass at the center of the section.

F. S. Best Is Engineer At Cordley & Hayes

NEW YORK CITY—Frank S. Best, formerly associated with International Standard Electric Corp., has been appointed quality control engineer of Cordley & Hayes.

As assistant to S. A. Whitt, engineering vice president, Best will be responsible for control of product quality. A graduate of Milwaukee School of Engineering, where he majored in refrigeration, Best has been active in the refrigeration industry for the past 25 years.

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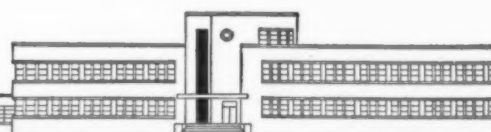
Now you can get a completely automatic unit for fast defrosting of commercial evaporators. It's Penn's new Series 321 Automatic Hot Gas Defroster. And it works like this. A self-starting synchronous motor operates a mechanical valve to direct hot gases straight into evaporator coils. This valve is heavily spring loaded for positive seating. At the same time the motor closes a heavy duty two-pole switch to start the compressor. Other contacts will shut off a fan if this is desired. Defrosting is fast. There's little change in temperature of stored products.

Penn Series 321 Automatic Hot Gas Defroster is recommended for both self-contained and remote type

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Selling Ice Cream Freezers

Tekni-Craft Arms Salesmen for Job by Explaining Scope of Market, How To Convince Prospect of Profit Possibilities

BELOIT, Wis.—Tekni-Craft has tossed out the conventional sales manual as a means of instructing salesmen how to sell ice cream freezers.

In its place, the freezer manufacturing firm has rallied a sextet of "honest serving men" inspired by a Rudyard Kipling poem. Kipling wrote:

"I had six honest serving men
They taught me all I knew
Their names are What and Why
and When

And How and Where and Who."
These serving men composed a series of articles, according to Charles Shaw, public relations partner of the firm, that are sent one at a time to Taylor distributor and dealer salesmen to acquaint them with the sales idea behind the company's product—the Taylor freezer.

Each serving man is the basis of a short article giving practical and helpful sales information drawn from the manufacturer's experience that answers that particular question.

The salesmen receive one article each week in the following order.

What You Sell
Who Buys Taylor Freezers
Where Your Prospects Are
Why They Buy
When They Buy
How You Sell

The first article gives the sales-

man the background of the product he sells—its history and applications.

The second—Who Buys Taylor Freezers—lists the most logical prospects and then gives what the company's experience has proven to be the best prospects.

These latter are ice cream stores, confectionery stores, restaurants, grocers, druggists, and locker plants—in that order.

"Nearly everybody gives ample attention to ice cream stores, confectionery stores, restaurants, and druggists," the article points out, "but a great many salesmen are not capitalizing on other high-potential prospects."

These are grocers, locker plants, theaters, hospitals, and institutions, and school cafeterias.

Markets Are Big Field

"In numbers," the article said, "retail grocers are the largest market for freezers, and they are fast becoming one of the most important outlets for ice cream. Ice cream is a logical product for them and if they continue adding ice cream at the present rate, they may account for more ice cream sales than any other type of store."

"Recently grocers have given ice cream special attention because it is a frozen food and fits right into their frozen food department."

"A good reason for the grocer's interest in ice cream profits is the fact that most of their items have either a low margin of profit or slow turnover. There isn't anything else they can get that combines high profit with fast turnover the way their own ice cream does."

"Grocers, of course, enjoy added profits because all their sales will be packaged direct from the freezer for carry-out. They need do no dipping, and therefore have no dipping loss. (There is an exception—the supermarket that operates a soda fountain.)"

"Locker plants are a natural for ice cream sales. Each plant has from 300 to 1,000 visitors every week for other frozen foods. These visitors are all potential ice cream customers, and it is convenient for them to buy at their locker plant. In other words, the locker plants have the location and the customers for a large volume ice cream business."

"Ice cream is a natural for locker plants for another reason: Summer is their slow season. They need something to keep up their summer profits."

"The latest thing in theaters is refreshment bars serving soft drinks, ice cream, etc. And now theater owners have an alert eye on the profits from frozen malted and frozen custard."

"In the past year, many theaters

have installed Taylor freezers. Sell them on frozen malted and frozen custard; they are more interesting to the theater owner than hard ice cream."

"Economy is extremely important to institutions, and also difficult because they cannot reduce the quality of their service. Taylor freezers offer them an opportunity to effect substantial savings and at the same time improve their service."

"Savings are vital in school and industrial cafeterias, too. They must be able to serve at low prices and therefore the savings with a Taylor freezer is very attractive to them. Talk savings and improved quality, just as you do to hospitals. In addition these cafeterias are good prospects for frozen malted."

The next article tells the salesman that his prospects are everywhere—in large cities, medium sized cities, small towns, and on the highways or byways.

"It is impossible to say that large towns, small towns, or anything else are the best," the article states. "There just isn't enough difference. All things considered, one place is as good as another."

Small Towns Overlooked

"Very few salesmen overlook the more thickly populated areas, but some fail to cover the small towns, and pass right by prospects on the road."

"Once in a while, a salesman looks up a town and doesn't make a call because its population is about 400. He doesn't feel too happy about it later when he learns that the ice cream outlet has a few thousand customers in a nearby resort and has installed a competitor's freezer."

"So don't just hit the high spots. Cover your territory like a blanket." People buy freezers for the same reason they buy anything else: to gain some advantage, the fourth article states.

The advantage the merchant seeks is to make more money, it explained. He can make more money by gaining extra profits from savings, from more sales, from increased general business, and from the addition of frozen malted, soft ice cream, and frozen custard sales.

In pointing out the profits from savings, the article advises, "Make the savings look big. For example, if you have a prospect who can save 40 cents on every gallon, point out that it means \$400 on every 1,000 gals., \$800 on 2,000, and \$1,200 on 3,000."

Citing Future Profits

"It is often necessary to make a contrast in order to have the prospect appreciate your profit story. You do this by showing him how little profit he nets from his present operation."

"Most retailers have little or no idea of their real ice cream costs or profits, and you can be very helpful in showing them the true picture."

"To show a retailer how much his ice cream costs him, learn how much he pays per gallon and how much a gallon weighs. This will give you his cost per ounce. Then weigh a quart or a pint, or a portion used for cone or sundae, and tell him what that carton or portion costs."

"The cost will be higher than the prospect realized. This cost subtracted from the selling price will show the gross profit; and then you explain that overhead, refrigeration, and other items have not been accounted for."

Selling Own Ice Cream

The article pointed out that Taylor owners "sell their own brand of ice cream which means that they advertise themselves instead of a manufacturer. Their ice cream is better, which means that it builds their prestige and brings more customers to their store. When more people come into a store, business as a whole increases."

The fifth article on "When they buy" admits right off the bat that more freezers are bought just before and during the warm months than at any other time.

But, the article states, selling freezers is not a one-call proposition. "Nearly all prospects are 'worked on' for several months, some of them are sold only after a year or more."

"Since it takes several months to close a sale, it is obvious that much of the salesman's work must be done in what some call the 'off' season."

"Spring and early summer are the time for installations, but not for selling. If you try to cram all your selling into a few months, you

haven't time to do justice to your sales potential."

The company said that a survey of its most productive distributors revealed that they started their sales efforts in the fall. Though installations are seasonal, selling is a year-round job, the article emphasized.

Pointing out that a good number of installations are made in the fall, the article said, "Certain types of prospects are better for 'off season' installations than others."

"For example, stores of any kind that are located near schools start their best season when school opens in the fall. Then there are hospitals and other institutions which often plan their purchases in the fall. Furthermore, there are restaurants and other eating places that serve ice cream indoors and do a good volume all year-round."

"Frozen malted and other 'soft' products do very well throughout the winter. The machines are usually in spots that have heavy traffic in winter months, and they do the business when they have the traffic. Chain stores selling frozen malted are a good example."

The final article on "How You Sell" points out that "selling is mostly a matter of matching what the product offers with what the prospect wants."

"In selling Taylor freezers you offer the prospect something he wants: profits. Except in rare cases, you don't have to make people want money. The problem is to convince them—once and for all, beyond all doubt—that they will get these benefits by owning one."

This is done, the article explained, by making a comparison between the prospect's present profits and the profits he will make with a freezer. In making the comparison, "you must use local figures, and you must show the prospect that these figures are honest and accurate. Your prospect must believe them. He must accept them without reservation."

Dipping Loss Proves Point

Another part of this story is the dipping loss that takes so much of the retailer's profits. "When ice cream is dipped and then pressed into cartons, the loss . . . averages about 35% and sometimes 40% . . . For use in sodas, sundaes, or cones, the loss may be as much as 25%."

The next step is to show the retailer that he will get increased sales from selling better ice cream. One successful method is to supply him with testimonials from other satisfied users in the same area.

Once the sale has been made, the article states, "the right thing to do is to make sure your customer is satisfied and use his satisfaction to get more sales."

"Your customer looks on you as the key man. So be on hand when his freezer is installed. See that he is taught how to operate it. Help him with his merchandising on opening day. Make sure that everything is absolutely right, and that nothing upsets the good work you've done."

"Happy customers are the best means to more sales. Every installation that makes money for its owner will sell at least one or two more. Here's how successful freezer salesmen work it:

"Soon after installation, while his freezer is his newest and proudest possession, ask your customer for the names of friends who might be interested. If possible have them come in to see the freezer operate."

"Leave cards with your customer so that he can refer leads to you, because merchants from other towns may drop in and ask questions about his freezer. If he has an easy way to drop you a line, he is more likely to do so. Many salesmen offer a small cash award for such names provided they result in sales."

Call-Backs Produce Leads

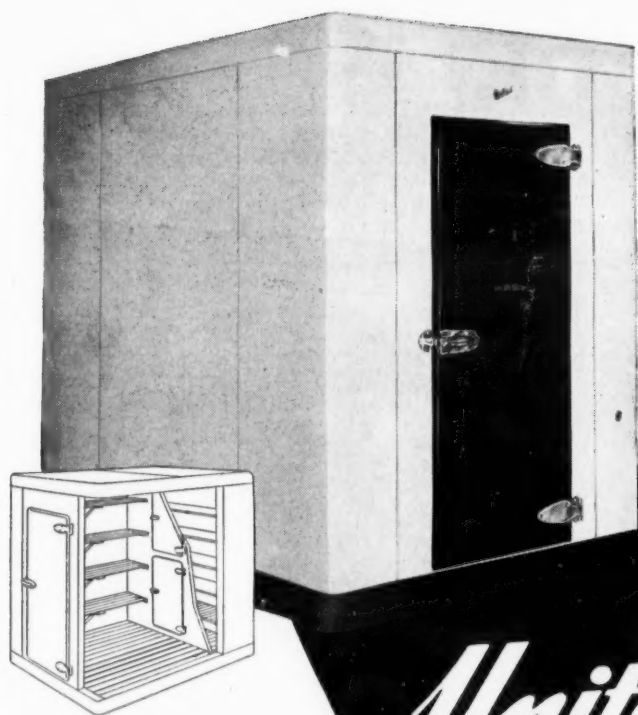
"Call back again in 30 days or so. Make it a friendly call to see how he's doing. Ask again if he knows of anyone who might be interested. The names you get in this way are your best leads, and usually they are yours exclusively. Often they are 'pre-sold' by your customer."

"Try also to obtain facts and figures from each customer on sales, savings, profits, freezer operation, etc. so that you can use them as ammunition on other prospects."

"If your customer will put them in writing (a testimonial letter), so much the better."

As a parting suggestion, the article offers "Study your freezer literature. Study the freezer itself. Make sure you know and understand everything it does."

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Breakaway, illustrating the interior arrangement of United "Two-Temps". Heavily insulated wall and doors separate the two compartments.

Two-Temperature WALK-IN REFRIGERATOR

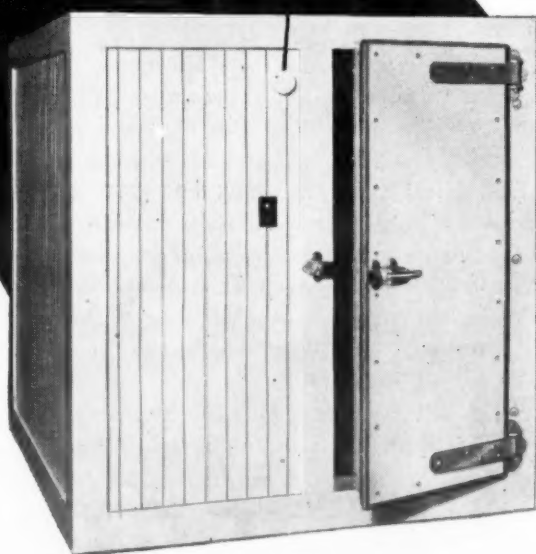
● Gives you both CHILLED storage and FROZEN storage simultaneously!

● 120 cu. feet of chilled and 38 cu. feet of frozen storage.

● A handsome fixture, smooth rounded corners, gleaming du Pont "Dulux" baked enamel finish in pure white.

United

Popular Size WALK-INS



"Economy-Six" WALK-IN-ETTE METAL-LINED COOLER

● Tall enough to walk in, yet small enough to fit in! 6' x 6' x 6'6" . . . AN IDEAL SIZE!

● Prefabricated in just six easy-to-assemble sections . . . COMPACT!

● Assembly line production assures lowest possible price. Expert engineering, exhaustive factory testing assures low cost operation . . . ECONOMICAL!

NEW—United Walk-In-Ettes are now equipped with free swinging, well balanced, metal sheathed doors for greater durability.

UNITED REFRIGERATOR COMPANY • Hudson, Wisconsin

Rhinehart Named Asst. Manager of Hotpoint Product Service Div.

CHICAGO—Dewey B. Rhinehart has been appointed assistant manager of the product service division, Hotpoint, Inc., David C. Marble, division manager, announced in reporting completion of a program to expand service personnel and facilities in keeping with the company's over-all marketing department expansion.

Dewey Rhinehart

Rhinehart, who also will direct service operations for Hotpoint's distributor and field organizations, has a wide product service background in the electrical appliance industry.

For many years he was with Frigidaire, heading the technical division of the service department. He has had considerable field experience which included organizing several distributor service operations.

In addition to Marble and Rhinehart, the division's headquarter staff management personnel now includes A. F. Deering, manager, customer service and parts department, and E. H. Ruesch, manager, technical and training section.

Deering is responsible for parts procurement, warehousing, order service, shipping, in-warranty adjustments, and repair service. Ruesch will direct the company's product specialists, and also will be in charge of service publications and training.

Marble said that the product service division now occupies new facilities containing 165,000 sq. ft. Before the war this operation consisted of 50,000 sq. ft. In addition, in keeping with the company's expansion in production and sales volume, the field staff of product service specialists has been expanded and now includes a total of 10.

Since May, 1946, the product service division has been conducting an intensive training program on all products consisting of two-week meetings for every distributor product service manager. This continuing program is supplemented with dealer-distributor meetings aimed at "broadening markets based on complete customer satisfaction," Marble indicated.

An example of this program is the introduction of the company's new automatic clothes washer now taking place in western markets, following showings in the east. Before dealers receive the new appliance, all distributors are shipped service parts, parts catalogs, price lists, and a suggested parts stock for dealer service training schools.

The product service division has held more than 40 automatic washer meetings attended by 2,000 dealers and their service specialists.

The product service division is expanding its service training institute for factory meetings on the full line of appliances. Emphasis is placed on refreshing experienced distributor personnel and training of the new men.

The institute uses a system of "seeing, hearing, and doing." Chart presentations are supplemented with a visual review of the actual parts. Then trainees work on each appliance under the supervision of headquarter personnel.

Thor '48 Sales Set New High, But Earnings Fall

CHICAGO—Thor Corp., earned \$2,545,404 on net sales of \$35,844,985 in 1948. Raymond J. Hurley, chairman of the board, announced in the company's annual report issued recently.

Sales in 1948 established a new high in Thor's 43-year history, exceeding the previous record of \$34,461,705, set in 1947, by 4%. Earnings, down \$941,316 under 1947's record total, were the second highest in the company history.

The 1948 profit was equal to \$7.14 a share on 352,187 shares outstanding at the year end. This compares with a net profit of \$3,456,720 or \$7.84 a share on 440,957 shares outstanding on Dec. 31, 1947. During 1948 the company purchased and retired 88,723 shares under authorization of its shareholders.

Carrier Protection --

(Concluded from Page 1, Column 2) were being reduced as materials came into better supply.

"It seemed to be a matter of sound policy to us to protect our franchised distribution right up to the peak of the selling period so that they could operate without reducing their inventories to a point where sales would be adversely affected.

"Right now this protection applies to all three of Carrier's room air conditioners, ranging from the ½ and ¾-hp. window-sill types to the new 1-hp. console model, as well as to the 3, 5, and 7½-hp. Weather-makers and to the 15 and 30-cu. ft. food freezers.

"Substantial inventories of all these products are carried by our distribution in order to assure prompt delivery and installation during the peak season."

Lincoln Dealers Push Home Show May 19-22

LINCOLN, Neb.—Appliance dealers here are mailing out inserts to customers, urging them to attend the Capitol City Home Show which has been set for May 19 through 22 at the State Fair Grounds industrial arts buildings.

Admission will be 35 cents for adults. Thousands of dollars in free merchandise prizes will be given away by the dealers, who are planning one of the largest home appliance exhibitions since the war.

A temporary office has been set up at 423 South 11th St. to handle preliminary details, with C. J. Ziegler as home show manager. He is allotting booth space to appliance exhibitors as well as for building materials, furniture, and architectural designs.

Ebco Price Reduction --

(Concluded from Page 1, Column 4)

price of Model OP-10, with hermetically-sealed condensing unit, has been reduced \$22, and that of Model OP-10W, a special heavy-duty cooler with hermetically-sealed condensing unit and water-cooled condenser, has been lowered \$15.

Prices on three new models—OB-R-S, a treble-duty compartment cooler; OP-5-S, a pressure bubbler cooler; and OB-2-S, a bottle-type cooler—average \$10 per cooler less than comparable models in the 1948 line.

Benuea pointed out that lower prices on these three models were made possible in part by equipping them with a new, hermetically-sealed, static condensing unit. He explained that the new condensing unit eliminated the need for a fan, fan motor, fan shroud, and certain other parts.

Westinghouse Aims to Match '48 Sales Volume

PITTSBURGH—Westinghouse Electric Corp., which sold 3,200,000 electrical household appliances last year, hopes to just about equal that volume in 1949, Gwilym A. Price, president, told stockholders at the annual meeting.

"That goal has been set with full realization that the sellers' market no longer exists for many products and services," he said. "That does not mean there are no markets for such products, but that more intensified selling effort is required to make a sale."

Price declared that the company's appliances are in an "excellent competitive position from every standpoint of price, quality, and appearance." They "always have been fairly priced, and they will be kept competitively priced," he emphasized.

He said a little more than one fifth of the company's production is in electrical home appliances, including home radio and television receivers.

Price reported that Westinghouse's net income for the first quarter amounted to \$10,866,921, or 79 cents a share. He said this compared with \$13,135,789, or 97 cents a share in the comparable 1948 period.

First quarter sales totaled \$226,658,722, against \$236,071,263 for the same period a year ago. New orders booked in the first three months amounted to \$254,054,157, whereas the figure for the first 1948 quarter was \$271,710,860.

Appliance Firm Outlines Expenses to Show It Makes Only 5% Profit

CHARLOTTE, N. C.—Only a 5% profit was realized on a local \$300,000 appliance, radio, and phonograph record business over a year's time, it was reported here recently by the newly organized Charlotte Appliance Dealers Association.

The group cited this case in an attempt to persuade the National Appliance and Radio Dealers Association and local distributors that dealers require larger margins to operate successfully.

This is the way the firm broke down its expenditures in percentage of total income for the fiscal year ending March 31, 1949:

| | |
|--|-----|
| Cost of merchandise | 61% |
| Salaries and bonuses | 12 |
| Salesmen's commissions | 4 |
| Advertising and sales promotion | 4 |
| Taxes | 3 |
| Installation and free service | 3 |
| Rent, light, water, and heat | 2 |
| Miscellaneous, legal, postage, telephone | 2 |
| Automobile and truck | 1 |
| Office and shop supplies | 1 |
| All other expenses | 2 |
| Profit | 5 |

Calif. Dealer Draws 1,200 on Opening Day

BAKERSFIELD, Calif.—Witham's Radio & Appliance Co. here, has moved from 1919 Eye St. to a new \$30,000 building at Chester Ave. and "G" St.

At the formal opening, ash trays were given to the first 600 visitors. All the trays were gone by mid-afternoon.

It was estimated that about 1,200 people had thronged the store during the first day. The first day was expected to be devoted mainly to hand-shaking and demonstrating, but actually, more than a normal day's sales were rung up. A \$100 merchandise door prize was awarded.

The new store is equipped for hooking up all appliances for demonstration, and this service has been instrumental in making many sales of big ticket items, day by day, since the opening, it was said.

Distributor's Premiere To Have Hollywood Touch

LOS ANGELES—The opening on or about May 16 of the new offices and warehouse of Sues, Young & Brown, Inc., at Exposition Place and Bronson here will have the "Hollywood touch," plans indicate.

The distributorship announced that "many outstanding personalities from stage and radio will be on hand to assist in the festivities and to engage in the projected television broadcast that will be a feature of the opening."

All major appliances will be demonstrated in conjunction with homemaking discussions, with electric cookery and home freezing being featured, the firm reported. Factory representatives will be present to assist in this event.

Buffet service will be available throughout the day.

"The many features and innovations that have been installed to enable prompt and efficient service to dealers will be on display the entire opening week," it was stated. All dealers have been invited to attend the opening.

Coolerator Pacific NW Post Goes to Kuehlthau

DULUTH, Minn.—Alex Kuehlthau has been appointed Coolerator district manager for the Pacific Northwest territory, William C. Conley, Jr., Coolerator sales manager, announced recently.

Recently associated with the Northwest Appliance Distributors, Inc., as Seattle sales manager, Kuehlthau was also Pacific Coast manager for Electromaster Inc. for a number of years.

He will direct the sales of Coolerator electric ranges, refrigerators, and freezers in Washington, Oregon, Idaho, Utah, Wyoming, as well as Montana.

Every One in the Industry Should READ ...

ONE FOOT in THE DOOR

THE LAUGH - LEARN - PROFIT BOOK
by GEORGE F. TAUBENECK

... Because Every Laugh Drives Home a SOUND SALES PRINCIPLE!

"This is a funny book," declares George Taubeneck, editor of *Air Conditioning & Refrigeration News*, in his heading for Chapter 1. That's true. You'll laugh! You'll learn, too.

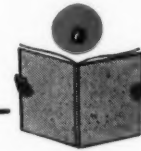
"One Foot in the Door" is the laugh-and-fact-packed story of Specialty Selling. It takes you back through chuckling pages to the birth of the specialty merchandising art under John H. Patterson of N.C.R. fame, and it takes you forward—again with smiles and guffaws—to the shining future.

It clearly delineates the selling principles which years of experience

have set up—and makes them easy to remember by associating these principles with humorous anecdotes. It vigorously points up the job ahead for sales management—tells what, where, why, when, and how.

It pleads eloquently for—and points the way toward—the more efficient distribution system that will be one of the strongest bulwarks of private enterprise.

It does all this so agreeably and fascinatingly that, when you finally finish it, you'll call it the most enjoyable book you've read in a decade.



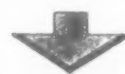
CHAPTER TITLES from "One Foot in the Door"

1. "This Is a Funny Book"
2. The Old Master—and How He Got That Way
3. Making Direct-Mail Advertising Respectable
4. Hair Grows on a Billiard Ball
5. Publicity Isn't Always Free
6. People See Better Than They Hear
7. How to Humanize Your Company
8. Tom Thumb Cartels
9. Finding the Rainbow's Pot-of-Gold
10. There's Always One Best Way to Tell Your Story
11. You Can't Get Off First Base Without a Sales Manual
12. "It Pays for Itself"
13. Ask the Man Who Uses One
14. Everybody Loves a Convention
15. Sales Training Schools Must Be Clever and Entertaining
16. Circuit Riding Becomes a Profession
17. Make It Clear, Make It Simple, Make It Direct
18. Just a Minute, Dear
19. Five Will Get You Ten
20. Mama Can Help, Too
21. Ask the Man Who Does the Work
22. Factory Open House Policy
23. Who Says You Can't Sell Abroad?
24. "Tell All" Promotion Rings the Bell

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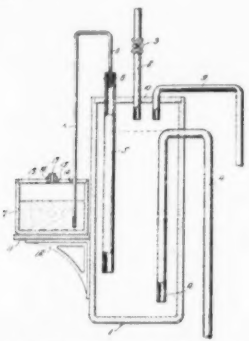
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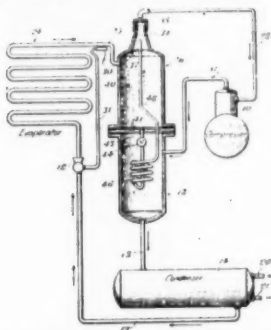
Week of February 8
(Continued)

2,461,334. **LIQUID TREATING UNIT.** Ralph M. Major, Evansville, Ind., assignor to Servel, Inc., New York, N. Y., a corporation of Delaware. Application Dec. 1, 1944, Serial No. 566,087. 7 Claims. (Cl. 210-17.)



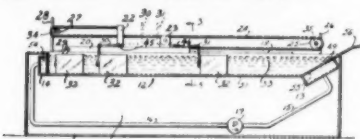
1. A device for adding a measured quantity of a second liquid to a first liquid comprising a receptacle adapted to receive said first liquid, an inlet conduit for flow of said first liquid into said receptacle, a siphon tube for intermittently emptying said receptacle, a reservoir for a second liquid open to the atmosphere, a conduit extending into said receptacle well below the top of said siphon tube and terminating above the inlet of said siphon tube in open communication with said receptacle, a capillary tube connected to one end of said conduit and having its opposite end submerged in liquid in said reservoir.

2,461,342. **REMOVAL OF LIQUID REFRIGERANT FROM THE SUPPLY LINE TO A COMPRESSOR.** Joseph W. Obreiter, Jr., Glen Ridge, N. J. Application Sept. 17, 1947, Serial No. 774,643. 10 Claims. (Cl. 62-115.)



1. In the operation of a refrigeration system in which compressed refrigerant is condensed, evaporated to produce refrigeration, and returned to a compressor, the improvement that comprises withdrawing any remaining liquid refrigerant from the evaporator refrigerant at a region along the course of circulation of the evaporated refrigerant through the system, transferring the liquid to another region of higher temperature, vaporizing said withdrawn liquid by the application of heat at the region of higher temperature, and returning the resulting vaporized refrigerant to the course of circulation of the evaporated refrigerant along a course that by-passes the region at which the liquid was withdrawn and at a region downstream from that at which said liquid was withdrawn at a region beyond that at which the liquid was withdrawn from the evaporated refrigerant and ahead of the intake of the compressor.

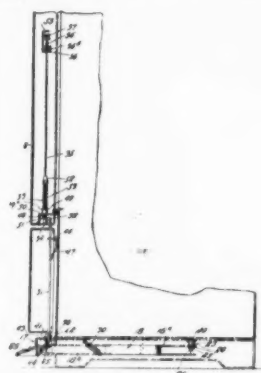
2,461,375. **FOOD REFRIGERATING APPARATUS.** Kosmas Efthimos, New Orleans, La. Application April 4, 1947, Serial No. 739,328. 15 Claims. (Cl. 62-104.)



4. In a food freezing machine a refrigerant receptacle, a refrigerant cooling and circulating system associated with said receptacle, mechanism for moving containers by successive stages through refrigerant in said receptacle, said mechanism including a reciprocating carriage supported above said receptacle, a carrier extending transversely of the car-

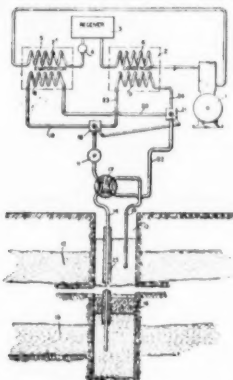
riage, and a bracket pivotally supported on said carrier, said bracket in one position engaging containers in said receptacle and in another position resting on said carriage above said receptacle.

2,461,361. **REFRIGERATOR LATCH.** Hugh Wallace, Evansville, Ind., assignor to Servel, Inc., New York, N. Y., a corporation of Delaware. Application Aug. 8, 1945, Serial No. 609,567. 5 Claims. (Cl. 292-255.)



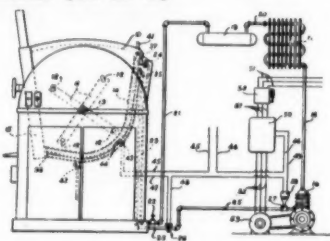
1. Latch mechanism for a hinged door of a cabinet including a latch bolt secured to said door, a treadle cushioned on said cabinet and having a tread traversing substantially the entire front of said cabinet below said door, and means yieldably connecting said treadle to said latch bolt, said means including a first vertical element yieldably connected to said treadle, a second vertical element connected to said first vertical element and passing upwardly through said door on the hinged side thereof and a horizontal element connected at one end to said second vertical element and at its opposite end to said latch bolt.

2,461,449. **HEAT PUMP USING DEEP WELL FOR A HEAT SOURCE.** Marvin M. Smith, Muncie, Ind., and Emory N. Kemler, Birmingham, Ala., assignors to Muncie Gear Works, Inc., Muncie, Ind., a corporation of Indiana. Application Oct. 14, 1946, Serial No. 703,264. 7 Claims. (Cl. 62-129.)



1. A water circulating system comprising a well bore extending into a subterranean water stratum and having upper and lower sections containing water of different temperatures, a water circuit leading from and returning to said well bore and including a conduit which extends into the lower of said sections and a second conduit which terminates in the upper of said sections, insulating means carried by and surrounding that portion of the first conduit passing through the upper of said sections, a pump, and means connecting said conduits and said pump arranged to take water through one conduit and return such water through the other conduit.

2,461,450. **REFRIGERATING MEANS FOR DOUGH MIXERS.** Merlin A. Sticelber, Kansas City, Mo., assignor to Quik-Seal, Inc., a corporation of Missouri. Application March 24, 1945, Serial No. 584,677. 4 Claims. (Cl. 62-1.)

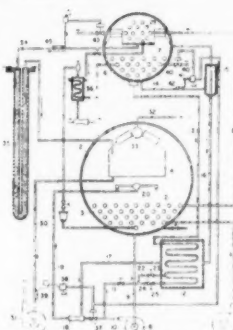


1. In a dough mixer, a mixing chamber, rotatable beater arms in said mixing chamber for contacting dough with a wall of said chamber, and means for cooling said wall comprising a jacket on the outer face of said wall, a liquid heat transfer medium confined in said jacket,

a cooling coil within said packet in engagement with said heat transfer medium, a compressor, a condenser, a receiver, conduit means connecting said coil, compressor, condenser and receiver in series in a closed circuit, and temperature responsive means controlling the operation of said compressor, having a temperature responsive controlling element extending into said jacket, said temperature responsive element being located in said liquid heat transfer medium remote from said wall and being exposed only thereto, said heat transfer medium being principally in heat transfer relation to said coil and wall.

Week of February 15

2,461,513. **CONTROL ARRANGEMENT FOR ABSORPTION REFRIGERATION SYSTEMS.** Alexis A. Beresneff, Syracuse, N. Y., assignor to Carrier Corp., Syracuse, N. Y., a corporation of Delaware. Application July 13, 1946, Serial No. 683,383. 6 Claims. (Cl. 62-119.)



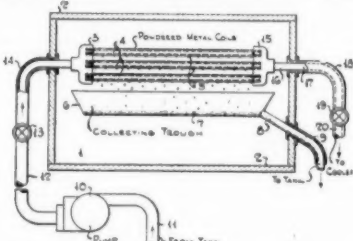
1. In an absorption refrigeration system including a generator and an absorber, a line connecting the absorber and the generator, a second line connecting the generator and the absorber, a heat exchanger disposed in said lines for placing solutions passing therethrough in heat exchange relation, said exchanger including a casing member and a coil member having the sections of the coil disposed in series extending through the casing, strong solution flowing through one of said members and weak solution flowing through the other of said members in an opposite direction, and means for operating the system at a concentration of solution leaving the generator greater than concentration of solution leaving the generator during normal operation of the system by rendering at least one of the coil sections ineffective for substantial heat transfer.

2,461,557. **PRESET PRESSURE CAN FOR FROZEN FOODS OR THE LIKE.** Rosario Lo Vico, Astoria, Long Island, N. Y. Application April 17, 1944.



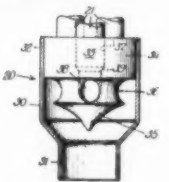
1. A pre-set pressure can having a can body with an end hermetically sealed by means of a wall which flexes in the presence of excessive pressure in the can and having a score line of considerable depth with respect to the thickness of said wall, dividing off an area, said scored area being substantially concentric with respect to the edge of said wall, a relatively unyielding wall-rupturing member transversely disposed in the interior of said can body, extended across the inner side of said wall and having a center portion secured to the center of said scored area with means securing the peripheral edge portion of said wall rupturing member against outward movement so as to cause shearing action between said area and the outer portion surrounding said area when the pressure in said can body increases and moves said wall at its portion surrounding said scored area away from said member.

2,461,636. **SELF-DEFROSTING REFRIGERATION SYSTEM.** Peter J. Gaylor, Union, N. J. Application Oct. 11, 1944.



1. The method of refrigeration employing a normally liquid refrigerating medium, cooled to below the freezing point of water, under conditions tending to form a coating of frost on the outside of the refrigerating coils, comprising passing said cooled liquid medium through porous refrigerating coils under pressure sufficient to cause said medium to ooze out slowly through said pores and cover the outer surface in an amount sufficient to prevent or remove the formation of adherent crust-like deposit of frost.

2,461,876. **LIQUID DISTRIBUTOR FOR REFRIGERATING SYSTEMS.** John R. Boyle, Chicago, Ill., assignor to Betz Corp., Hammond, Ind.



In a liquid distributor for supplying parallel evaporator coils of a refrigerating system, a housing having an inlet opening in its lower end and a plurality of outlet openings in its upper end, a projection on said housing having a downwardly pointing conical deflecting surface against which the refrigerant entering said inlet opening impinges, and said projection forming with said housing an annular distributing passageway above said conical deflecting surface connecting said plurality of outlet openings.

(To Be Continued)

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RATES for "Positions Wanted" \$2.50 per insertion 50 words or under. 5¢ ea. additional word.

RATES for all other classifications \$5.00 per insertion 50 words or under. 10¢ ea. additional word.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

SELECTED GROUP of men, graduates of well-known trade school, desire employment in refrigeration field. Will travel anywhere. Qualified in domestic and commercial refrigeration. Reliable. Placement Dept., EASTERN TECHNICAL SCHOOL, 888 Purchase Street, New Bedford, Mass.

PRODUCTION MAN—been actively engaged in the manufacturing of refrigeration equipment for the past fourteen years. Familiar with the problems of production, engineering, inspection, and service. Seeks employment with some reliable company where ability and experience will get results. Salary open. BOX 3158, Air Conditioning & Refrigeration News.

MAN WITH eleven years in sales, sales promotion, and sales management in refrigeration, air conditioning, and locker plants with Distributor and Factory Representative experience would like connection where results would be rewarded. Prefer Southwest but will go anywhere. BOX 3171, Air Conditioning & Refrigeration News.

COMMERCIAL & INDUSTRIAL service engineer. Age 33, with small family, now working for an Eastern chain organization. Nine years experience in installation and servicing refrigeration equipment, fixtures and appliances of supermarkets, also electric beer systems, ice cream plants, ice houses and packing houses. Will go anywhere housing is available. BOX 3172, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

SALES SUPERVISOR. Established distributor holding exclusive franchise on York refrigeration and air conditioning has opening for aggressive sales supervisor. Must be able to operate a sales department. Salary and commission commensurate with experience and ability. BEST REFRIGERATION CO., 1007 Broadway, Rockford, Ill.

WANTED SALESMEN: experienced in air conditioning, commercial refrigeration, and complete store equipment, on commission basis, in W. Fla. and S. E. Ala. Good territory. BOX 3164, Air Conditioning & Refrigeration News.

SEVERAL EASTERN territories available for a manufacturer's agent who knows the air conditioning & heating business. A very profitable & attractive connection for a man capable of organizing and working with contracting dealers. Please submit your experience in first letter. BOX 3173, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

HEAT EXCHANGERS and receivers. Various sizes. Brand new in original crates at less than manufacturer's cost. BIMEL CO., Cincinnati, Ohio.

SEALED UNITS rebuilt and exchanged. Prompt service on Coldspot (sealed & semi-sealed). Chieftain, Gale, Tecumseh, Norge and many others. One year guarantee. Write for price list and shipping instructions. BRIGHTON, 3906 Joy Rd., Detroit 6, Michigan.

WATER COOLERS—Kelvinators—ten gallon (FFC) capacity—New and crated for immediate delivery—A real opportunity. \$149.00 each. GENERAL REFRIGERATOR CO., 856 North Broad Street, Philadelphia, Penn. Phone St. 7-2240, St. 7-2241.

SPECIAL CLOSE-OUT on brand new Yoder, Dole, BTC and Stangard freezer plates—19" x 30" @ \$5.00; 22" x 32" @ \$6.00; 19 1/2" x 60" @ \$8.00; 19" x 72" @ \$9.00; 19 1/2" x 72" @ \$9.00; 21" x 72" @ \$10.00; 22 1/2" x 75" @ \$10.00; 19" x 84" @ \$11.00; 25" x 83" @ \$12.00. Motors—Jack & Heintz 1/4 H.P. @ \$13.00; Chief 1/4 H.P. @ \$15.00. Coils—Tenney finned coils 76" x 16" x 2 1/4" 6 tube single row @ \$9.00. Units—Chrysler Airtemp air-cooled units, 1/4 H.P. @ \$59.00; 1/2 H.P. @ \$64.00; 3/4 H.P. @ \$79.00; 1 H.P. @ \$112.00; 1 1/2 H.P. @ \$178.00. Send deposits to GENERAL REFRIGERATORS CORP., 678 Broadway, New York 12, N. Y.

SUBJECT TO prior sale: Hermetic Chieftain units: 1/4 H.P.—\$44.50; 1/2 H.P.—\$44.50. Other well known hermetics: 1/4 H.P. fan cooled—\$52.50; 1/2 H.P. fan cooled—\$57.50; 3/4 H.P. fan cooled heavy duty—\$69.50; 1 H.P. fan cooled heavy duty—\$69.50. Open units—standard makes: 1/4 H.P.—\$56.00; 1/2 H.P.—\$64.50; 3/4 H.P.—\$84.50; 1 H.P. air or water cooled Universal Cooler—\$199.00; 2 H.P. air or water cooled Universal Cooler—\$224.00; 3 H.P. air or water cooled Universal Cooler—\$259.00. All above units new and in original crates. Air cooled condensers: 3 row, 1 pass, 13" x 12" x 3"—\$3.95; 4 row, 2 pass, 13" x 11" x 4 1/4"—\$4.45; 4 row, 2 pass, 18" x 12" x 4 1/4"—\$6.25. Upright receiver tanks, shut off valve, 4" x 11"—\$2.65. Penn low or high pressure control type, 260 Apol—\$3.75. Detroit Lubricator L. P. control—\$4.00. G. E. blower fan motor with fan—\$4.50. Superior heat exchanger, 13" overall, 3/4" x 3/4"—\$4.75; Mueller heat exchanger, 14 1/2" overall, 3/4" x 3/4"—\$5.00; Marlo heat exchanger, 21" overall, 1/4" x 1 1/4"—\$7.50. Kramer Trenton panel blower complete with heat exchanger, 1/2 to 1/4 ton—\$29.00. Superior master drier, 1/4" flare x 1 1/4" x 5 1/2"—\$7.50. Weatherhead drier, 1/4" flare x 1 1/4" x 6 1/4" (lots of 10)—\$5.4. U. S. "Freon" gauge 1/4" face, 30" vac. 150# or 300# with corresponding temp. scale, red warning

hand, mounting holes—\$4.50. Scientific dial thermometer, 4 1/4" face, minus 40 to plus 120, 5 ft. tube, mounting holes—\$4.50. Ranco type k.w. 412 cold control complete—\$4.00. WALTER W. STARR, 1207 George St., Chicago 13, Ill.

COMFORT COOLERS—Model 16E. Special comfort evaporative window coolers complete with water circulating pump—in original cartons—\$44.00 Each, F.O.B., St. Louis. Freight prepaid on lots of 12 or more. HENRY WEIS JR., INC., 1919-21 Washington Avenue, St. Louis 3, Missouri.

17 NEW STANGARD, 8 hole ice cream cabinets in original factory crates, less compressors, \$225.00 each. Here is a real bargain if you can use them. WRIGHT REFRIGERATION, INC., 4025 Pacific Highway, San Diego, California.

BUSINESS OPPORTUNITIES

NEW YORK Area. Refrigeration contracting, established over 15 years. Total volume 1947 & 1948 \$500,000. Excellent location and facilities. Will sell with or without building. For particulars write SANDERSON & ENGEL, Attorneys, 17 Academy Street, Newark, New Jersey. Confidential.

WILL SELL paying compressor repair shop due to ill health. Oldest, largest, and best equipped shop in Midwest, complete stock modern tools plus electric bake oven. Inventory January, 1949: \$23,500, including approximately 600 rebuilt compressor bodies. Will discuss terms with reliable interested party. SCHULTZ REFRIGERATION, 1523 Putnam, Detroit, Michigan.

DOMESTIC DEPARTMENT for sale of Wright Refrigeration, Inc., San Diego. In order to devote our entire time, effort and money to the further development of the Hussmann self-service food store equipment we will sell our domestic department at invoice and give a good lease on the building. Here is a real chance for some one wanting to get in the domestic refrigeration and appliance business. Many thousands of dollars have been spent advertising this department. It is all yours for free just buy the stock and move in. WRIGHT REFRIGERATION, INC., 4025 Pacific Highway, San Diego, Calif.

RESTAURANT EQUIPMENT department of Wright Refrigeration, Inc. for sale. In order to devote more of our time to our self-service food department, we are willing to sell out this restaurant supply and equipment part of our business. Close in territory of over a half million with only two major restaurant supply houses in town. We do not believe this opportunity exists anywhere else in the country for a good live restaurant supply and equipment house. If interested act at once. This is a real buy for a quick deal. WRIGHT REFRIGERATION, INC., 4025 Pacific Highway, San Diego, Calif.

ORGANIZE A Home Service Guild in your town. Read story on page 31, April 4 issue, A. C. & R. News. It will raise the standard of service in your town, and profitable to you. Write us and we will show you how. THE HOME SERVICE GUILD, Post Office Box 1041, Allen Park, Michigan.

GOING REFRIGERATION business. Reason for selling: owner's sudden death. Experienced help available. Buyer privileged to buy home and shop combination if desired. Price including equipment, two trucks, goodwill: \$7,500.00. House and shop: \$7,500.00. Located in community of 20,000, plus surrounding towns. BOX 3151, Air Conditioning & Refrigeration News.

FOR SALE: Michigan's leading independent wholesale hermetic rebuilding business. Completely equipped plant, office equipment and new trucks. Good local and out of state business the year round. Will sacrifice for \$12,500 due to ill health. Building 22' x 125' available for long lease at low rent. BOX 3155, Air Conditioning & Refrigeration News.

FOR SALE at 1942 inventory price. Established over seventeen (17) years. National advertised refrigeration equipment and accessory lines. Grossing over \$200,000 annually. Covering all islands of the Territory of Hawaii. Owner retiring. For full particulars BOX 3163, Air Conditioning & Refrigeration News.

PARTNER WANTED—for established commercial refrigeration & air conditioning business, located in New York City. Sales & mechanical ability essential. Real opportunity for right man. BOX 3168, Air Conditioning & Refrigeration News.

FRANCHISES WANTED

WELL ESTABLISHED manufacturer's agent covering southern New Mexico and Texas, desires to represent manufacturers on the following lines, direct to dealers and distributors: commercial display cases, fixtures, scales, slicers, saws, cutlery. Consider other lines kindred to commercial refrigeration dealers. BOX 3133, Air Conditioning & Refrigeration News.

FRANCHISES AVAILABLE

PITTSBURGH CHEMICAL Laboratory licensed under Research Corporation patents has pioneered in developing vaporizing units for Triethylene Glycol-Air Purification grade. This field has been given a great deal of publicity in Hygea, Readers Digest, and Science Illustrated. We have franchises available for an individual or group financially able to handle business of some \$300,000 to \$500,000 annually for New Orleans, Boston, Denver, San Francisco, Los Angeles, Phoenix, Dallas, Washington, D. C. All other points in America are at present closed. Write, phone, wire PITTSBURGH CHEMICAL LABORATORY, Pittsburgh 22, Pa., for full particulars.

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Catalog Lists All Types of Pressure Sensitive Tapes

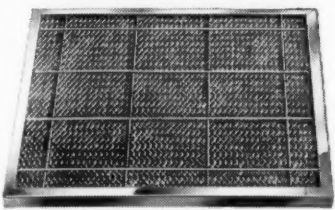
NEW YORK CITY—What is claimed to be the first catalog to list every type and variety of pressure sensitive tape made by all leading tape manufacturers has been published by the Robert Spector Co., 22 Park Place, New York 7.

Called "Pressure Sensitive Tapes and Their Uses," the catalog lists the tapes by types and functions rather than by manufacturers. All competitive tapes are grouped together.

Opposite each type of tape is a list of the practical uses for it. The list is intended to be suggestive of further uses needed by the individual user rather than comprehensive, according to the company.

The catalog may be obtained by writing to the Spector company on your business letterhead.

Your Air Cleaning Costs take a BIG DROP



with new RP ALUMALLOY E Z KLEEN AIR FILTERS

You'll do a thorough job of air cleaning at a saving—when you switch to new RP ALUMALLOY E Z KLEEN Air Filters! They last indefinitely on your unit air conditioners—with simple cleaning and recharging.

And here's why you get cleaner air with R-P E Z KLEEN: Dirt, dust, soot, pollen are literally scrubbed out of the air by multi-layered expanded Alumalloy sheets scientifically staggered to make thousands of adhesive-coated, dust-holding baffles. This unique baffle-pattern sets up a violent turbulence throughout the complete depth, providing highly effective depth-loading, higher dust-holding capacity, yet low resistance build-up.

Prove to your own benefit how R-P ALUMALLOY E Z KLEEN Air Filters pay for themselves in savings! Write for your copy of new Techni-Data sheet.

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RP FILTERS . . . for FINER LIVING

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BLACK BEAUTY DIRECT DRAW DISPENSER

Now Redesigned for Even Better Performance!

- * Exclusive AIR-COOLED FAUCET STANDARDS
- * UNIFORM TEMPERATURE AND COLLAR
- * NO WASTE BEER

Here is the only Direct Draw Dispenser on the market with Air Cooled Faucet Standards, that keep beer under uniform temperature right to the end of the faucet shank. Thus faucet warm-up and faucet "spit" are completely eliminated. Gone too, is the beer waste and flavor-distortion of old-fashioned systems. Available in 2-half and 3-half sizes—in black enamel and stainless steel—with or without condensing unit. Write for Bulletin No. 35.

PERLICK BRASS CO.
Milwaukee 10, Wis.

New D-C Filter-Drier Can Dry System In One Pass, Clean It, Too, Mfr. Says

NEWARK, N. J.—The new McIntire "D-C" filter-drier being produced by McIntire Connector Co. here was designed to handle problems in drying a refrigeration system based upon needs that have been made evident in past experience, it is pointed out by L. S. Dunn, McIntire president.

In explaining the design and operating features of the new filter-drier, Dunn explains:

"Refrigeration practice today demands a drier that will clean as well as dry the system. High labor costs make positive and rapid action necessary. The expansion valve is the most critical part of the system and it must be positively protected from water and dirt. The way to do this is to install a fast acting filter-drier in the liquid line.

"Liquid line drying calls for an agent that will give the required dryness to the refrigerant in a single pass. As soon as the refrigerant leaving the drier has passed through the expansion valve, the system should be able to operate properly.

"The best and most convenient location is near the receiver and the drier must be able to pick up and hold water at full rated capacity with temperatures over 120° F. This is accomplished with Du-Cal, which dries in a single pass, so that it is possible to operate with evaporator temperatures down to -60° F. and liquid line temperatures up to 150° F. This degree of dryness is below the safe limits for protection against acid and sludge formations.

"The chemical drying action takes place instantaneously with a maximum degree of dryness and once the water has been taken up, it is held in the drier under all refrigerating conditions."

Dunn recommends the following procedures with the D-C filter-drier:

"In 'new system drying,' remove air from the system by drawing as low a vacuum as possible, charge system, and dry with the liquid line filter-drier.

"In 'old system drying,' by using the filter-drier, the system will operate as soon as the gas has passed through the cleared expansion valve. To collect water which may be held on top of the liquid refrigerant in the receiver, close receiver and pump down to 0 p.s.i. Rapid opening of the receiver valve will flush this water out of the receiver and it will be caught and held by the drier. Do this two or three times."

Du-Cal, the drying agent used, was originally used in the DFN moisture control units and is now available in newly designed D-C factory-sealed driers, cartridges, and large bulk charged units in desiccant capacities from 2 to 1,500 cubic inches.

Plumbing & Heating Firm Files

BUFFALO—A business name has been filed in the Erie County clerk's office for Main Plumbing & Heating Co., 3110 Main St., Buffalo.

W. H. Kramer Manages New Heating Department For Chase Supply Co.

CHICAGO—Appointment of W. H. (Bill) Kramer to manage the newly-organized heating department of Chase Supply Co. here has been announced by the company.



Wm. H. Kramer

Kramer was formerly manager of the Chicago office of Superior Valve & Fittings Co., supervisor of mid-west sales for Minneapolis-Honeywell Regulator Co., in sales and estimating work for Air-Foile Fan & Blower Co., Detroit, and in engineering and sales work for Link-Belt Co.

Chase has added new lines of heating equipment for both commercial and domestic applications, according to Lloyd C. Rylander, sales promotion manager. Addition of this equipment necessitated the recent change in the firm name from Chase Refrigeration Supply Co. to its present designation, he noted.

Miniature Replica Heralds Wolverine Tubing Package

DETROIT—A newly designed package for merchandising coils of copper tubing was announced to the refrigeration and plumbing wholesale distribution channels of the Wolverine Tube division, 1411 Central Ave., Detroit 9, by mailing a miniature replica of the package itself, the company revealed recently.

The tiny package, measuring only 3 by 3 by 1/2 in., was a reproduction of the actual cartons of which there are six basic sizes (14 by 14 by 1 1/2 in. to 30 by 30 by 6 in.) designed to accommodate the full range of tube sizes in coils.

Each of the miniature cartons mailed out contained a coil of miniature tube which helped to complete the realistic effect. The tube selected to simulate refrigeration tube was Capilator, the company's capillary tube. This sample, 1/16-in. in diameter, was crimped and solder-sealed at the ends.

A small, two-color tag, fastened to the coils by means of a slot, introduced the new carton. A wrap-around type of outside carton, sealed with a two-color label, was used to mail the promotion.

Revere Book Tells Basic Facts Of Copper, Brass, Bronze

NEW YORK CITY—"Fundamental Characteristics of Revere Metals," a 63-page booklet which gives in non-technical language the basic technology of copper, brass, and bronze, has been issued by Revere Copper & Brass, Inc., for distribution to sales representatives, and to interested production and technical personnel in other companies, and to teachers of technical schools and colleges.

Among the topics are copper and its alloys; cold working and hardness; annealing; corrosion; and specifications. Included is a 7-page glossary of metallurgical terms.

Walter Walman Retires After 43 Years In Industry

NEW HAVEN, Conn.—Retirement of Walter Walman, president, treasurer, and founder of the Walman Store Fixture Co. here, after 43 years in the industry was announced recently by B. Robert Pepper, vice president of the organization. Pepper has assumed complete charge of the company.



TEMP-CONTROL'S FULL LINE Means MORE SALES For You!

Your market is larger when you carry the Temp-Control Full Line. You can now answer your customer's every requirement with Temp-Control's Hi-Boys, Lo-Boys, Evaporative Condensers, Low-Sides, etc.

Each packaged Hi-Boy is sold complete—no extras. Simple to install. Every unit acoustically lined to insure quiet performance.

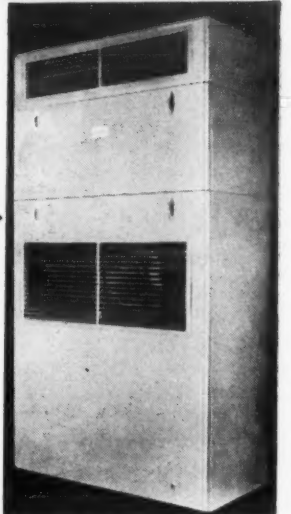
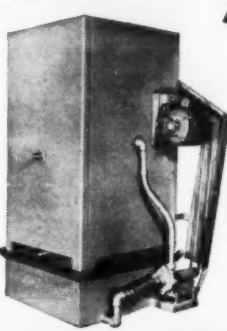
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3, 5, 7 1/2 and 10 ton Hi-Boys.

- Packaged units for Duct Installation
- Consoles and Lo-Boys
- Ceiling mounted Low Sides

Evaporative condensers 3 to 100 tons. Cuts water consumption by 95%.

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Everything you need in REFRIGERATION, AIR CONDITIONING, HEATING PARTS and SUPPLIES
Save time and energy . . . order from our new catalog. Efficient same-day service, from men who know your business. Keep your stocks complete from our stocks. Wholesale only.

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for distribution of Friedrich Refrigerators. Super-Markets are swinging to Friedrich Openview equipment because of more convenience, quicker merchandising features, plus Friedrich's superior quality and economy, also exclusive patented Floatingair refrigeration. Our prices are cheaper. No investment necessary, because merchandise will be consigned to reputable dealers. Act quickly while franchise still available in some territories. Airmail your qualifications, experience, age, references, etc. Ed Friedrich Sales Corp., San Antonio, Texas.

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Wholesaler Celebrates



MR. & MRS. E. L. TRAMPOSH

Refrigeration Equipment Feted at 10th Anniversary

KANSAS CITY, Mo.—Tenth anniversary of Refrigeration Equipment Co., refrigeration parts wholesaler here, was celebrated on April 10 and 11 by a "manufacturers appreciation dinner and cocktail party" and an open house for customers.

E. L. Tramposh, owner, and his wife were host and hostess at the festivities. Employees of the firm's stores here and in Topeka and Wichita, Kansas, and the affiliated Bristol Refrigeration Supply Co. at St. Joseph, Mo. participated.

The dinner and cocktail party were held Sunday evening in the Mart restaurant and were attended by approximately 124 refrigeration and washing machine parts manufacturers.

The open house was held on Monday and was attended by approximately 500 customers. The customers had an opportunity to visit with manufacturers and participate in a smorgasbord dinner in the Mart.

Glasgow Dealer Gets Franchise

GLASGOW, Ky.—New franchised dealer in Westinghouse appliances is the National Store, here.

'Take Action To Enforce Fair Trade Law', N.Y. Appliance Dealer Group Urges State

NEW YORK CITY—In an attempt to get New York state's fair trade law enforced or repealed, the Metropolitan (New York City) Council of Electrical Appliances Dealers recently:

1. Sent a resolution stating its position on the fair trade laws to the governor, assemblymen, and senators.
2. Announced that it would issue an invitation to appliance manufacturers to attend a two-day meeting on May 11 and 12 to discuss price cutting.

Text of the resolution follows:

"Whereas there are thousands of retail merchants in the State of New York engaged in the selling of household electrical appliances, radios, television and related merchandise and

"Whereas the majority of the manufacturers of this merchandise fix the retail price for said merchandise in accordance with the price-fixing laws of the State of New York, and

"Whereas these laws exist because they were found to be necessary by the Legislature of the State of New York for the manifold purposes of: (1) protecting the reputation of responsible manufacturers; (2) protecting the investment of the retail merchant who handles said merchandise as well as enabling said merchant to conduct his business in such a sound manner that he can afford to make available to the consumer the service that is necessary; (3) protecting the public from being duped and cheated by unscrupulous merchants as well as being denied necessary service after the sale has been made; (4) preserving the faith of the public in the stability of the price structure on major household appliances, radio, and television sets, and

"Whereas at present the disregard for the 'fixed price' on the merchandise in question is so widespread, and the practice known as 'price-cutting' has become so serious that it is dangerously jeopardizing the investments of thousands of merchants

Code Needed To Stop Poor Installations, Contractor Declares

CHATTANOOGA, Tenn.—The Refrigeration and Air Conditioning Contractors Association of Chattanooga revealed intentions, at their April meeting, of opening a drive for the adoption of new installation codes and enforcement of present state laws referring to unfair sales practices.

There is an "unfair sales practices" law on the Tennessee statute books which declares in effect that sales below cost-plus-a-certain-percentage-of-profit are illegal, and the contractors' group may ask enforcement of it in the refrigeration and air conditioning field.

The Chattanooga group heard E. S. Wright of Youngstown, Ohio, immediate past president of the National Association of Refrigeration Contractors, urge adoption and enforcement of codes and regulations.

Declaring that he had viewed many bad installations in his travels around the country, Wright declared: "Too many untrained men are being turned loose on the public in the guise of intelligent installers."

"Here is where the enforcement of the unfair sales law is needed. Many of these unqualified contractors will sell equipment at cost just to get the job of installing it and maintaining it. That's against the law. It not only deprives the contractor of his profit, but also deprives the public of safety in the installation."

"Many so-called refrigeration and air conditioning schools are turning out hundreds of unqualified mechanics each month," Wright added. "These men just don't know enough about the business. The contractor is a qualified man, who is financially responsible for his work and knows what he is doing."

Dr. R. M. Lacy Gets G-E Post

BRIDGEPORT, Conn.—Dr. Robert M. Lacy has been appointed staff assistant, responsible for the coordination of all laboratory activities of the General Electric appliance and merchandise department.

engaged in this business, facing them with economic bankruptcy as well as mental and emotional hardships, and

"Whereas there is at present insufficient machinery in our State for the purpose of enforcing the provisions of the price maintenance laws to the ends and for the good effects for which they are intended, and

"Whereas the need for amending the law in whatever ways and manners that might be necessary to secure its enforcement is urgent and indisputably immediate;

"Therefore be it resolved that the Metropolitan Council of Electrical Appliance Dealers, representing the individual Associations of retail electrical appliance, radio and television dealers for the territories of the Bronx, Brooklyn, Manhattan, Westchester, Queens, Nassau, and Suffolk Counties hereby petition the Governor, the Attorney General, and all Assemblymen and Senators of the State of New York to take this matter under their immediate consideration with the objective of immediate and positive action."

Refrigerator, Conditioner Tax Receipts Rise In March

WASHINGTON, D. C.—Collections of manufacturers' excise taxes on refrigerators and air conditioners for March nearly doubled those of the same month last year, the U. S. Bureau of Internal Revenue reported recently.

At the same time, the bureau reported that collections on electric, gas, and oil appliances for the month fell below those of last year.

A total of \$7,822,378 was collected on mechanical refrigerators and air conditioners in March. This compared with \$4,005,565 in March, 1948.

On electric, gas, and oil appliances, the bureau collected \$6,217,662 this year as compared to \$7,488,115 last year.

Convention Lists Self-Serve Meat Talk--

(Concluded from Page 1, Column 5) with the convention, some 250 manufacturers will display new products and items for supermarkets.

Following is the program for the May 12 morning session, which has been titled "How To Install and Merchandise Self-Service Meats."

Chairman: Paul J. Cifrino, general manager, Supreme Markets, Inc., Dorchester, Mass.

"Installation of a Self-Service Meat Department" Bert P. Maher, vice president, Henry J. Eavey, Inc., Richmond, Ind. (A report on the preliminary thinking, planning, and study required for the installation of a self-service meat department "production-wise" by an operator who has made the conversion successfully.)

"Problems Involved in Converting to Self-Service Meats" Milton E. Sandell, president, Benner Tea Co., Burlington, Iowa. (A look into the "labor" and personnel problems involved in converting to self-service meats.)

"The Technical Aspects and Problems of Self-Service Meats" Paul Goesser, Research Laboratories, Swift & Co., Chicago. (An analysis of the technical problems—such as discoloration, fading, etc.—confronting the self-service meat operator and what he can do about them.)

"Self-Service Meats From the Woman's Standpoint" Miss Esther Latzke, director of Consumer Research, Armour and Co., Chicago. (A report on the housewife's acceptance of self-service meats, plus suggestions for improvement in their display, packaging, labeling, etc.)

"How to Merchandise Self-Service

Meats to Your Customers" James Cooke, general manager, Penn Fruit Co., Philadelphia, Pa. (A discussion of the things necessary to convert habitual service, buyers to self-service and the do's and don'ts in controlling stock turnover, arrangement of stock, etc.)

"The Industry Speaks" William Applebaum, director of Planning and Coordination, Stop & Shop, Inc., Boston. (The findings on the present status of self-service meat and conversion plans of the industry as reported by SMI members.)

Ice Cream Firm Fined--

(Concluded from Page 1, Column 3)

The complaint, filed by Walter L. Bowers, assistant attorney general, further alleged that "said acts of defendant were not for the purpose of meeting in good faith, or otherwise, any lawful competitive price or condition then existing within the said county of San Joaquin or anywhere else within the state."

According to the judgment decree, the defendant filed no answer and made no court appearance.

3 Coolerator Appliances Nearly Double March Sales

DULUTH, Minn.—April sales of Coolerator refrigerators, freezers, and ranges have practically doubled those of March, William C. Conley, Jr., national sales manager for the company, reported recently.

Dealer Servicing--

(Concluded from Page 1, Column 5) shape its postwar expansion program," it was stated.

"At that time, the comparatively small number of dealers franchised did little servicing and installation work and in localities where no dealer was established the company sold direct to large industrial firms, institutions, and a number of local chain stores.

"With a strong dealer organization as its objective, the company then set about eliminating all activities which would operate in competition with dealers.

"Service contracts held by the company were given to dealers for renewal, with distribution of the contracts based on the location of the account to be served. Every effort was made to strengthen the position of existing dealers and establish new dealers who would do an aggressive selling as well as a competent servicing job.

"This activity created so much goodwill among dealers that General Electric Co. recently extended the territory covered by R. Cooper Jr. to include all of northern Illinois. In addition, General Electric has passed on to R. Cooper Jr. the function of jobbing General Electric refrigeration and air conditioning parts and supplies."

The company is now completing its summer catalog for circulation to all classes of manufacturers and service organizations. The catalog will include not only General Electric parts but also nationally-known brands of other firms who manufacture commercial equipment.

BUSH Finned TUBING

WANT to heat a railroad train . . . or a bungalow . . . air condition a home . . . or a hospital . . . or freeze a mess of fish? Interested in steam, water or direct expansion coils . . . convectors . . . freezing coils?

No matter whether your heat transfer problem involves heating or cooling . . . you will probably find Bush finned tubing . . . with fins mechanically bonded to tubing for perfect contact and trouble-free operation . . . to be the most efficient, effective and economical answer.

The Bush Manufacturing Company . . . with more than forty years experience in the heat transfer field . . . is a pioneer designer and producer of this basic and fundamental element.

Bush expert engineers . . . in one of the largest and most up-to-date factories in the industry . . . and in conveniently located field offices . . . will be glad to help you with the proper design and application of the particular type of finned tubing best suited to your need. And you can rely upon Bush production facilities to supply your requirements with exact adherence to quality standards and delivery dates.

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